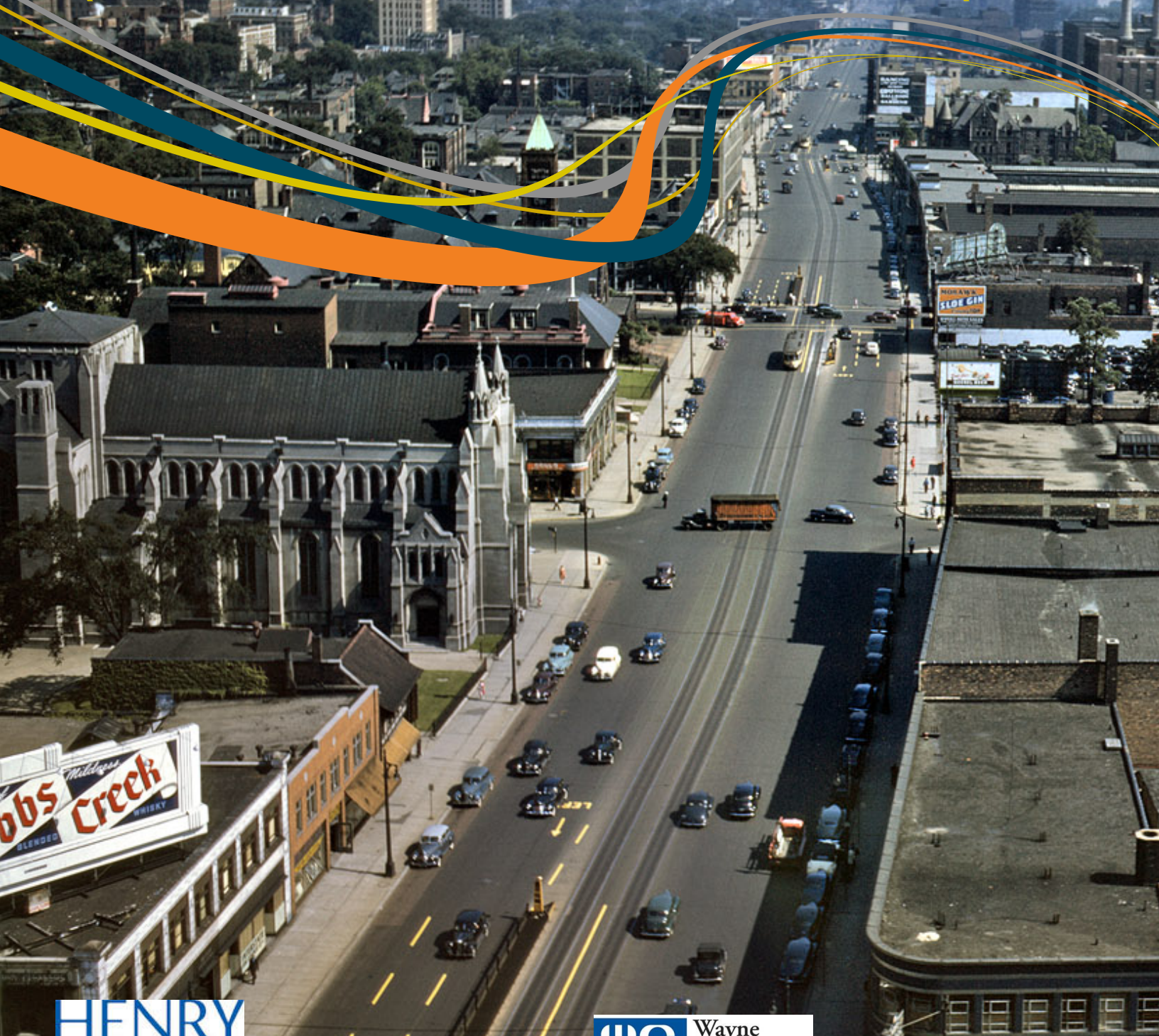


WORKFORCE INTELLIGENCE NETWORK

QUARTERLY REPORT · CITY OF DETROIT · Q2 2015



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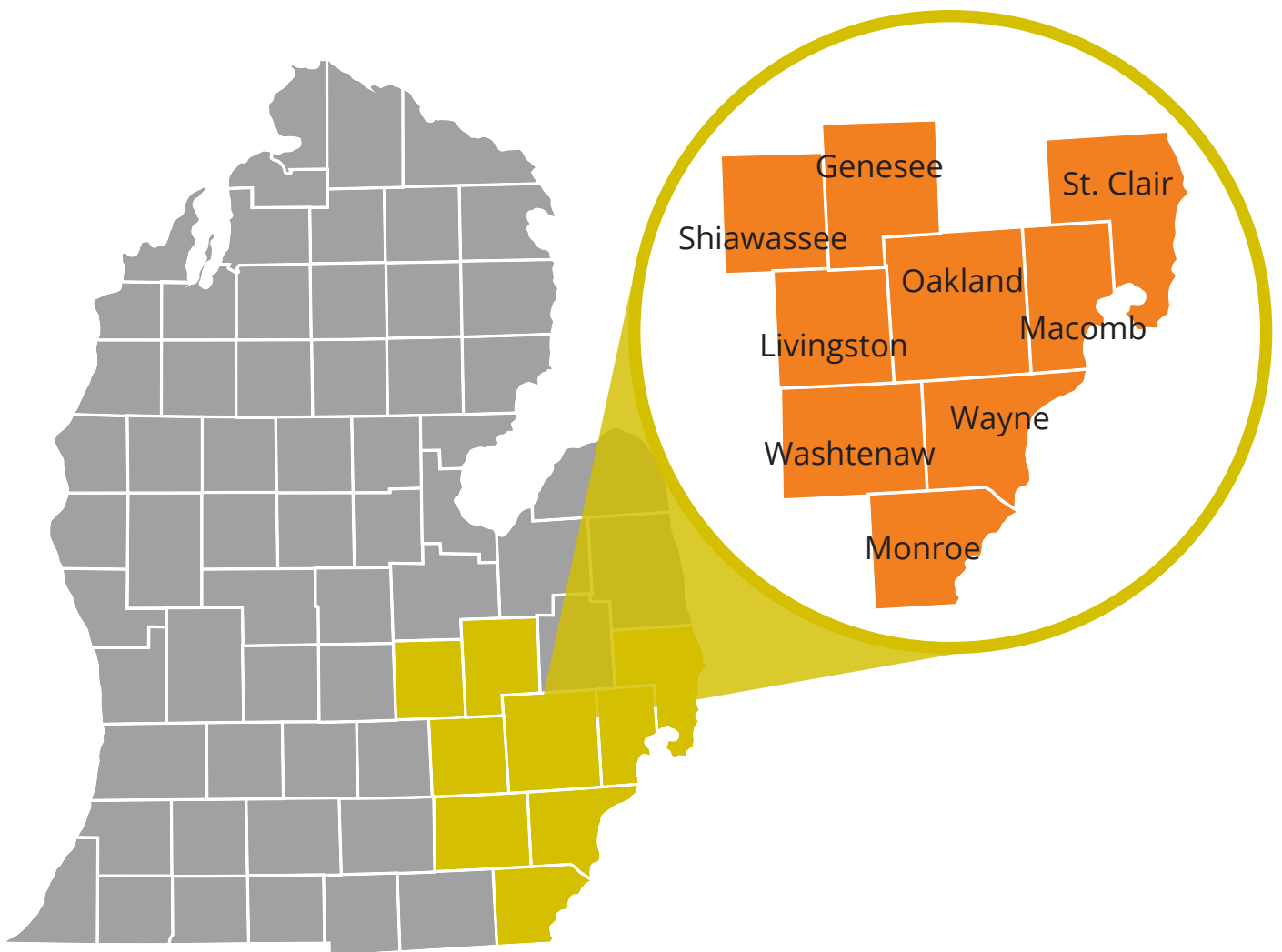
Data Notes and Sources



WIN region includes 9 counties:

**Genesee, Livingston, Monroe, Macomb, Oakland,
Shiawassee, St. Clair, Washtenaw, and Wayne.**

This report focuses on the City of Detroit.





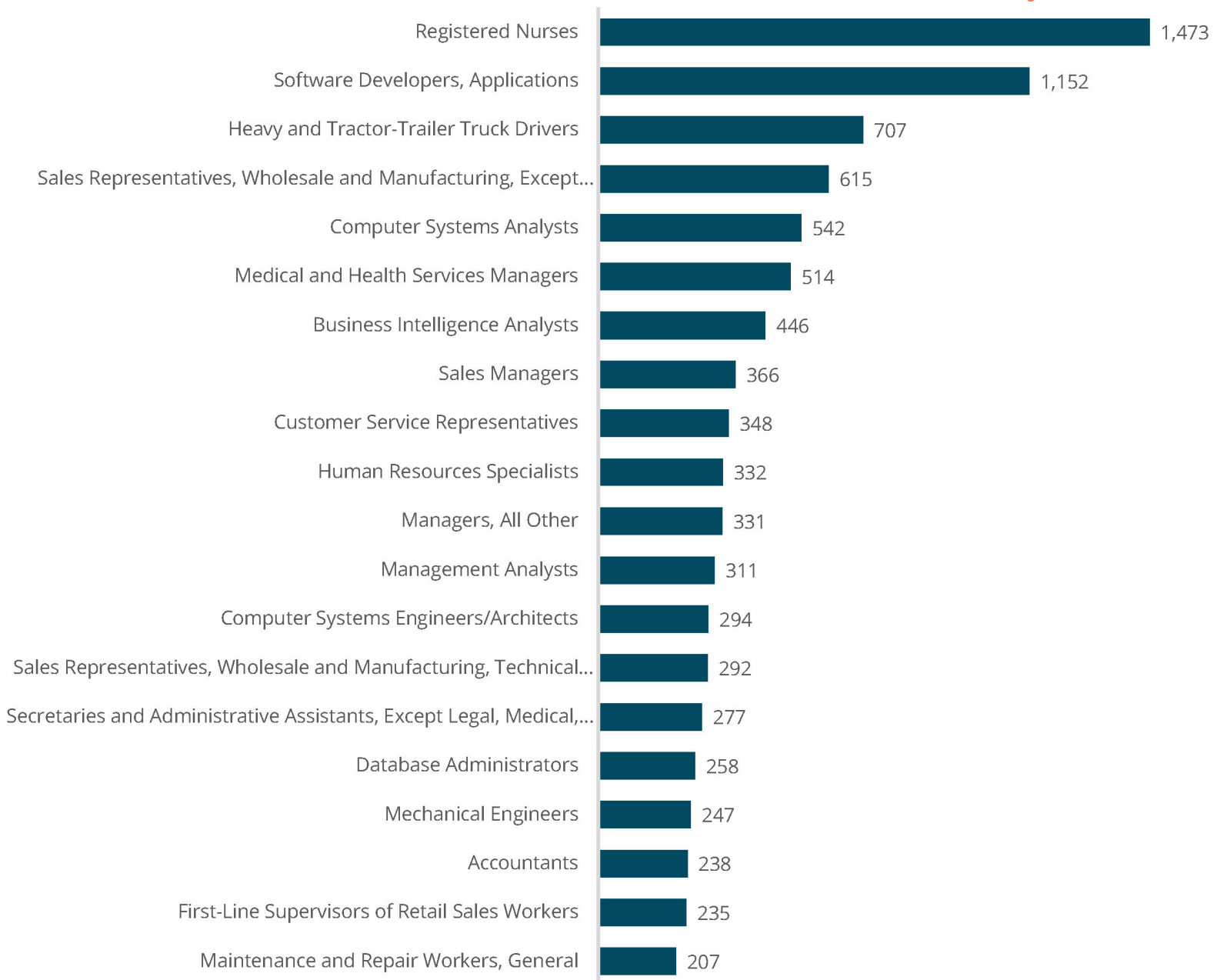
SECTION ONE

LABOR MARKET AND DEMAND OVERVIEW



TOP 20 JOBS IN DEMAND

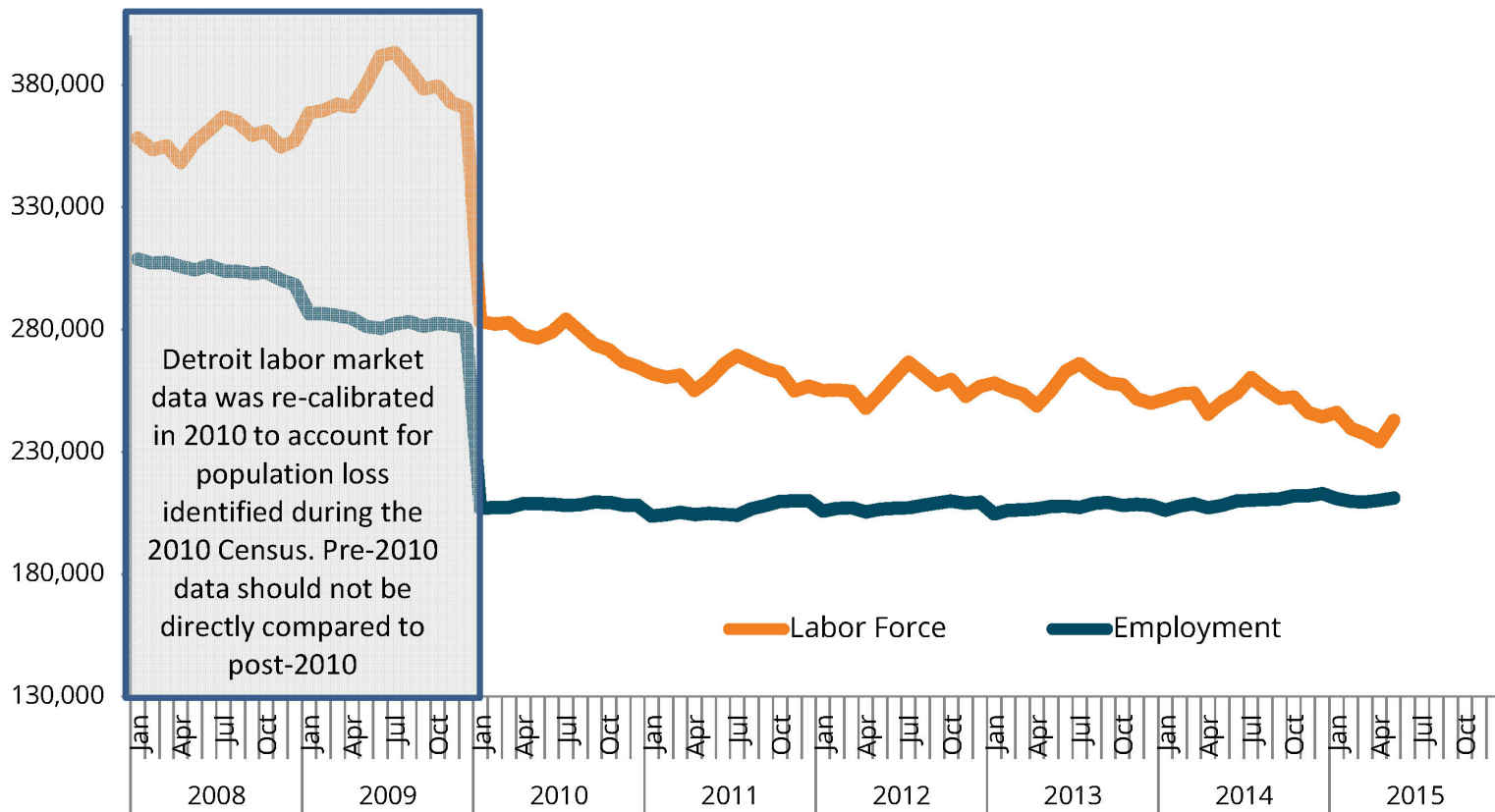
APRIL - JUNE 2015



The top posting jobs in the City of Detroit do not often shift from quarter to quarter. Q2 2015 was no different with registered nurses, software developers, and truck drivers all holding the top spots. Registered nurses increased in demand by 15.6%, moving from 1,274 postings in Q1 to 1,473 in Q2 this year. Demand for truck drivers also grew, increasing 17.2% from 603 online ads in Q1 to 707 in Q2. Demand for software developers dropped slightly (8.8% decline), however, postings for software developers represented nearly 5% of all job ads in the city.

Some occupations are moving up in the rankings, these occupations include: sales representatives for wholesale and manufacturing non-technical services, medical and health services managers, and human resource specialists. Growing occupational demand in a larger variety of areas signals that the Detroit economy is starting to diversify.

EMPLOYMENT AND LABOR FORCE



Source: Bureau of Labor Statistics
Analysis: Workforce Intelligence Network

City of Detroit labor force and employment data shifted in 2010 with a new estimation model. Since the 2010 showed dramatic declines in the city's population, the labor force and employment estimation models were also changed. Because of this, data before 2010 is not directly comparable to data after 2010. See the graph above for a visual.

Q2 2015 shows some almost negligible growth in employment in the city (0.3% growth, adding 669 workers) and a small drop in the labor force (1.1% decline, losing 2,566 individuals). As a result of a falling labor force, and small change in employment, the city's unemployment rate fell from 12.9% in Q1 2015 to 11.6% in Q2. The 1.3 percentage point drop, however, was primarily due to labor force declines rather than more individuals entering jobs.

Current trends show slow employment growth in the City of Detroit with no major changes to the pattern. The labor force is in a downward cycle with more and more individuals leaving each year. High levels of job postings often indicate a mass of future hiring and increases in the labor market. Many Detroit residents are not qualified for most of the new job opportunities in the city, which often require specialized training and education. This makes it difficult for residents to re-enter the labor force even while job postings are so prevalent.

EMPLOYER DEMAND

APRIL - JUNE 2015

City of Detroit Online Job Postings



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Online job ads increased in Q2 2015 by 7.7% over Q1 2015, growing from 21,859 postings to 23,549. Postings have been increasing for three quarters since a trough in Q3 2014 of 15,413 and reached a new high in Q2 2015. All clusters most commonly analyzed by WIN, other than IT, gained postings this quarter. IT postings fell 9.9%. Skilled trades saw the smallest growth with 4.8%, and all other clusters increased postings in Q2 2015 by more than 11.5%. Postings in the most commonly analyzed WIN clusters accounted for 52.9% of the total growth in job ads in the City of Detroit. Growth areas in the city not commonly analyzed by WIN include: truck drivers, business intelligence analysts, HR specialists, management analysts, administrative assistants, accountants, and others.

The City of Detroit contributed 10.7% of the total posting gains in the region.

EMPLOYMENT AND LABOR FORCE OVERVIEW

	2010 Annual	2011 Annual	2012 Annual	2013 Annual	2014 Annual	2015 To-Date
Labor Force	276,884	261,506	256,875	256,583	251,684	240,011
Employment	208,289	206,305	207,617	207,456	209,692	210,290
Unemployment	68,596	55,201	49,258	49,127	41,992	29,721
Unemployment Rate	24.8%	21.1%	19.2%	19.1%	16.7%	12.4%

EMPLOYMENT AND LABOR FORCE OVERVIEW

3rd Quarter 2014	4th Quarter 2014	1st Quarter 2015	2nd Quarter 2015	Change from 1st Quarter 2015	Percent Change from 1st Quarter 2015
255,994	247,676	241,038	238,472	-2,566	-1.1%
210,476	212,313	210,023	210,692	669	0.3%
45,518	35,362	31,015	27,781	-3,234	-10.4%
17.8%	14.3%	12.9%	11.6%	-1.2%	na





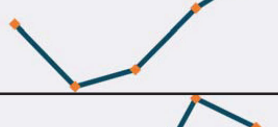






SECTION TWO

OCCUPATIONAL CLUSTERS

CITY OF DETROIT

DEMAND OVERVIEW

	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Change over time	Share of Total Postings Q2 2015
Total	17,493	15,413	20,930	21,859	23,549		
Skilled Trades & Technicians	364	294	293	373	391		1.7%
Engineers & Designers	969	758	816	1,023	1,151		4.9%
IT	3,019	2,939	3,033	4,831	4,351		18.5%
Health Care	1,918	1,862	2,753	3,367	3,773		16.0%
Retail & Hospitality	3,181	2,500	3,643	2,930	3,272		13.9%



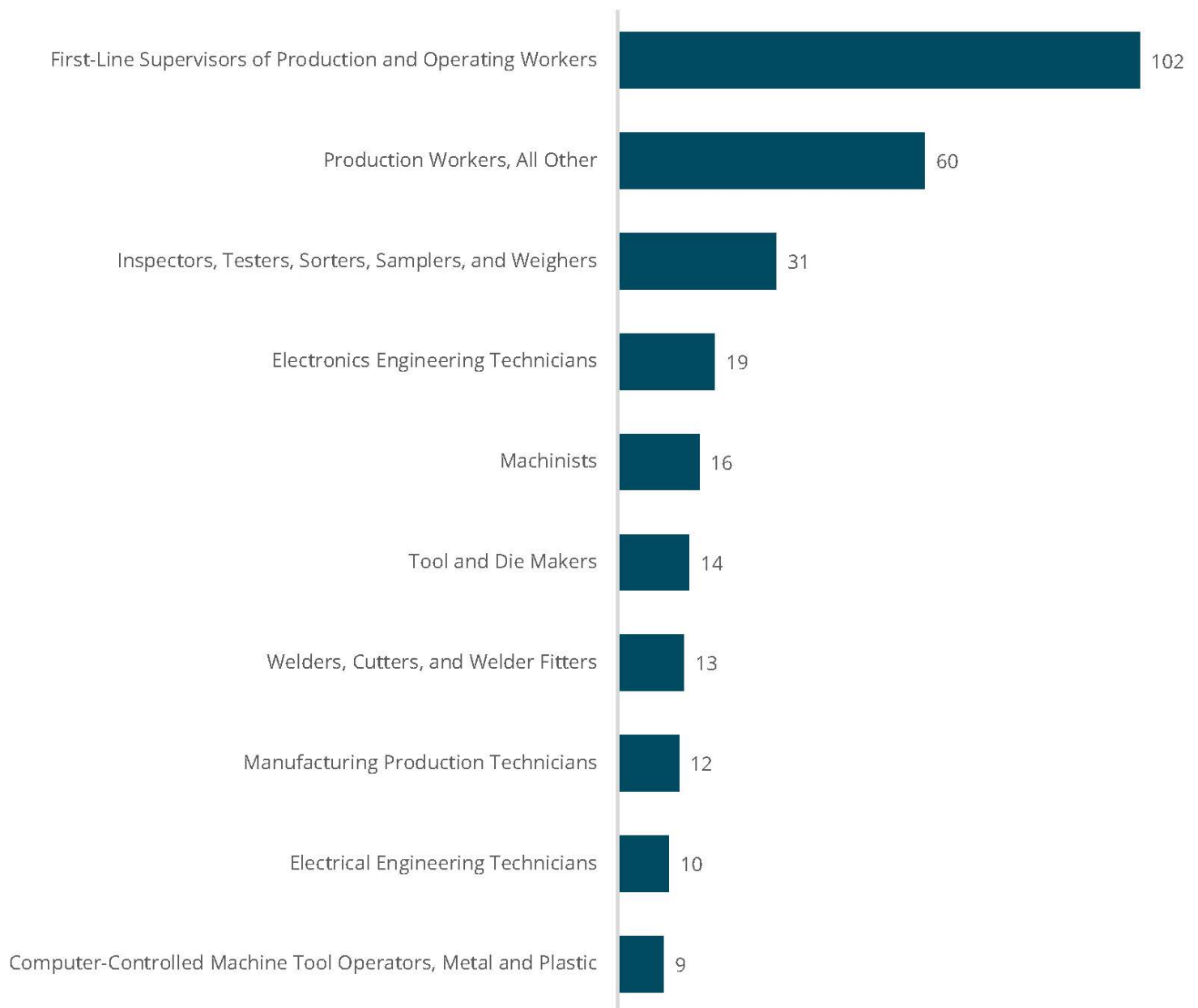
ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS *WIN's technicians/skilled trades category includes jobs related to advanced manufacturing. Southeast Michigan has more demand for skilled- trades labor, such as CNC machinists and welders, than almost anywhere else in the country. In 2014, skilled trades employment reached 104,229 individuals in the WIN region. NOTE: Skilled trades related to construction and repair are not included in this cluster, as the focus is on advanced manufacturing.*

First-line supervisors of production and operating workers was once again the top job in the Skilled Trades with 102 postings, up slightly from 97 in Q1 2015. Demand for production workers increased this quarter with postings more than doubling from 27 in Q1 to 60 in Q2. These workers include recycling and reclamation workers along with production workers necessary for manufacturing processes. Postings fell for electronic engineering technicians from 29 postings in Q1 to 19 in Q2, indicating that some employers may have filled the positions posted in Q1.

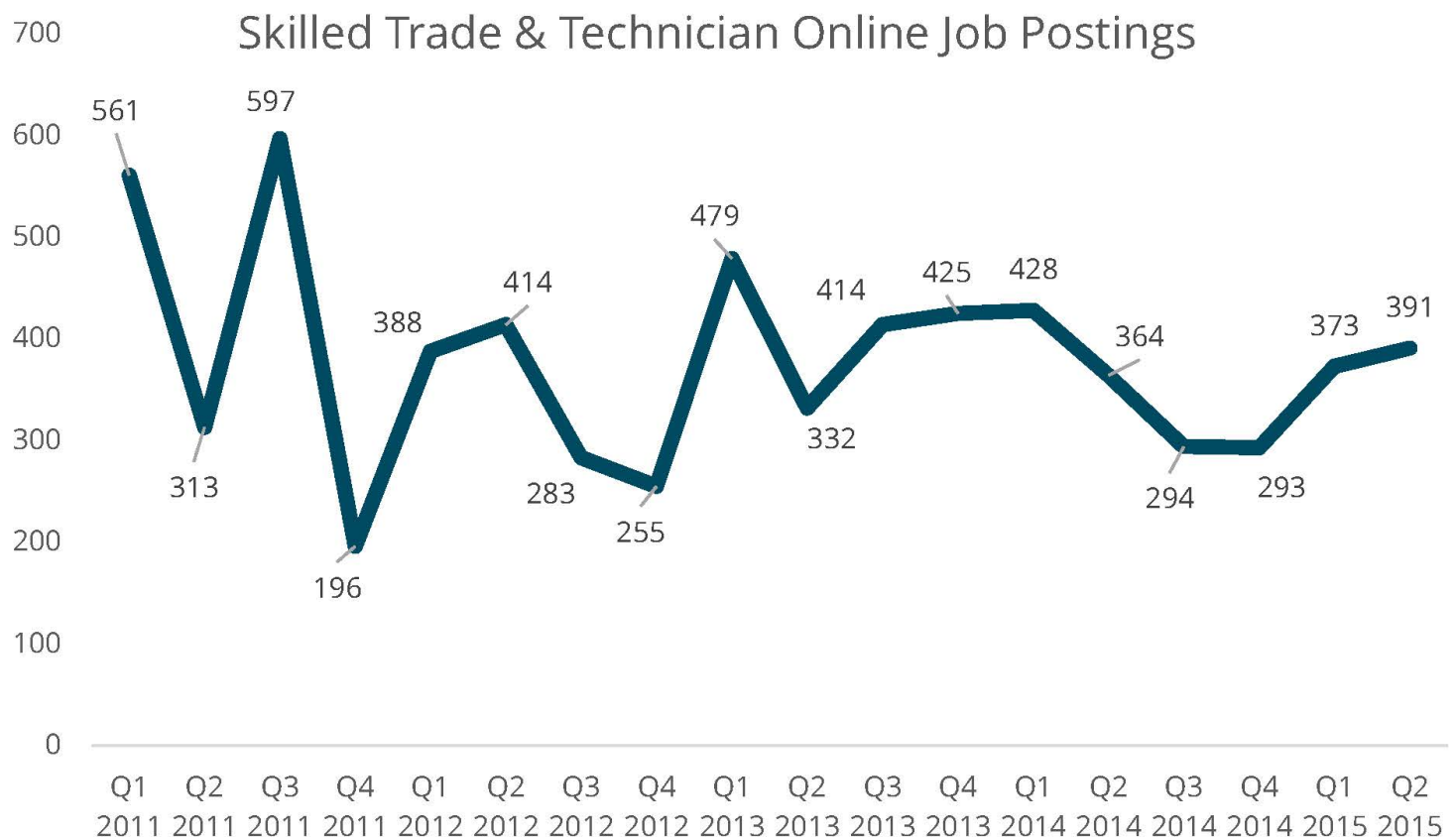
ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS: TOP JOBS



ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS: ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Online job postings in Detroit for skilled trade and technician workers increased this quarter from 373 to 391, a 4.8% increase. Postings for jobs in this cluster have fluctuated around an average close to 400 since late 2011. Historically, employers do not increase postings for skilled trade workers in Q2; the current level may be a signal of consistent need among the city's employers. Of total job postings in the City of Detroit, 1.7% were related to skilled trade occupations in manufacturing.

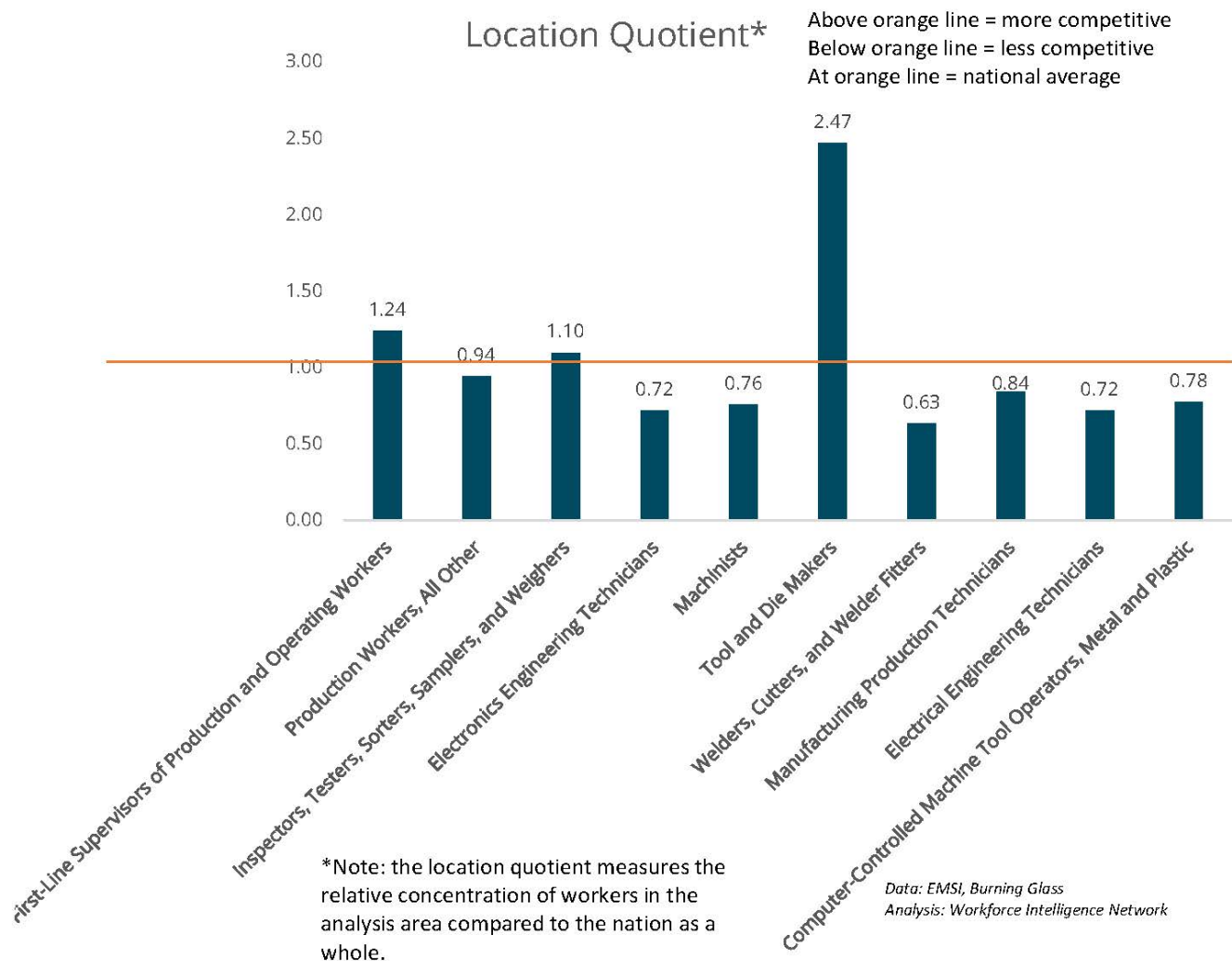
One Skilled Trade jobs is more prevalent in the City of Detroit than in the average U.S. community. Tool and die makers have a location quotient of 2.47, meaning that there is 147% higher concentration of these workers in Detroit than elsewhere in the United States. Many other Skilled Trade jobs have a location quotient near or less than “1”, meaning at the national average, or below. This is because much of metro Detroit’s manufacturing is not located within the city limits.

Skilled trade jobs also allow workers to earn a living wage, with the median hourly rate above \$15 for nearly every in-demand job. Starting wages (10th percentile) do not always meet the living wage standard, but all positions offer upward wage growth. Half of the top jobs in demand offer a starting wage over \$16 per hour. These jobs offer competitive starting rates and require skilled training.

Many skilled trade jobs do not require a degree but instead, a special certification and long term on-the-job training. Technician positions require an associate’s degree in engineering. While there are grads in the area with training related to the top Skilled Trade jobs, there are not enough to fill all open positions, as employer-demand for workers continues to increase, and the current workforce approaches retirement age. On-the-job training is important for workers in these positions.

ADVANCED MANUFACTURING

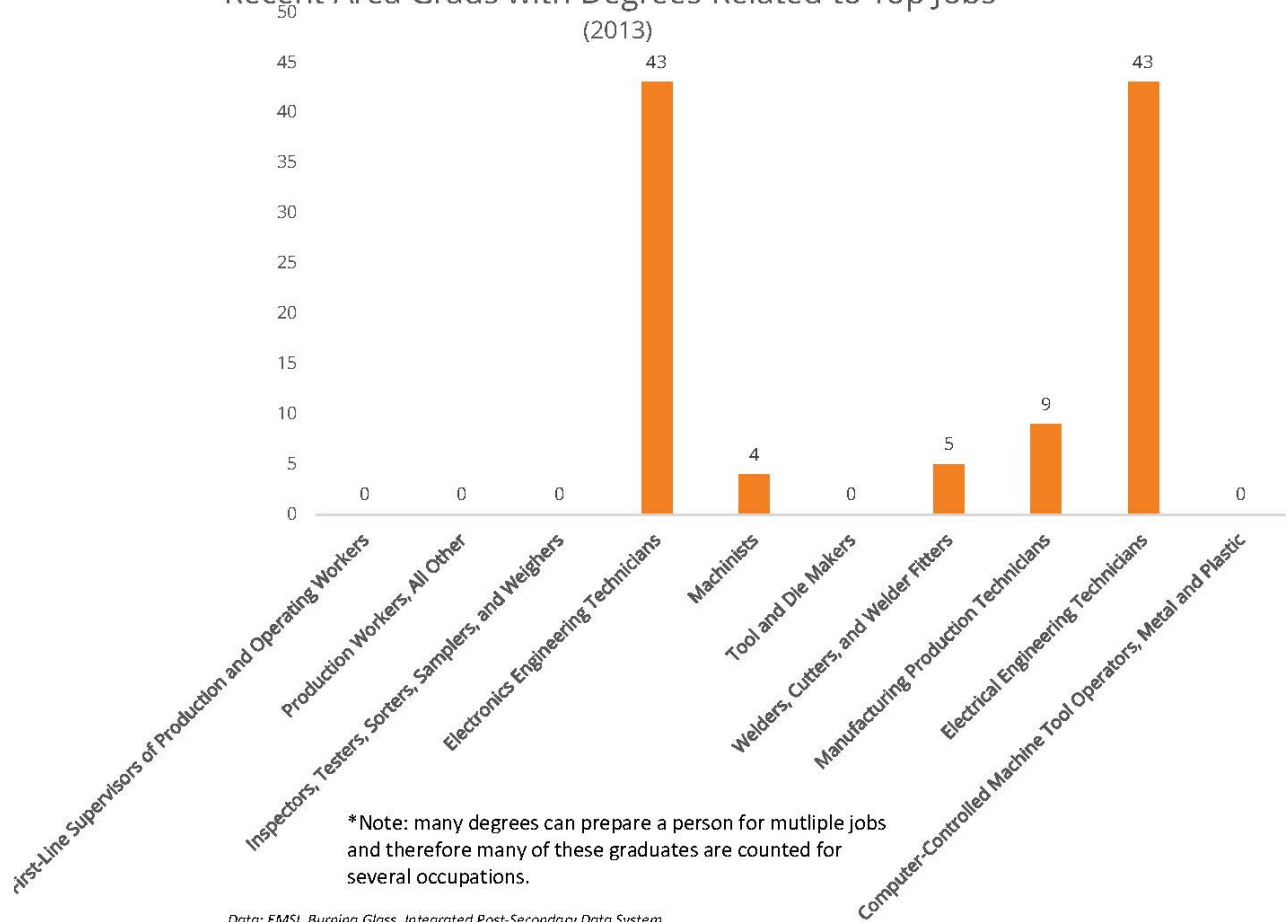
SKILLED TRADES AND TECHNICIANS: TOP 10 JOBS LOCATION QUOTIENT AND WAGES




ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
51-1011	First-Line Supervisors of Production and Operating Workers	\$17.64	\$22.60	\$30.23	\$40.34	\$47.74
51-9199	Production Workers, All Other	\$10.00	\$11.25	\$16.00	\$22.87	\$32.94
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	\$9.26	\$12.06	\$16.74	\$23.74	\$29.68
17-3023	Electronics Engineering Technicians	\$16.28	\$24.23	\$30.54	\$34.45	\$37.65
51-4041	Machinists	\$12.49	\$15.47	\$19.36	\$25.50	\$33.65
51-4111	Tool and Die Makers	\$19.90	\$24.42	\$30.59	\$34.00	\$36.04
51-4121	Welders, Cutters, and Welder Fitters	\$13.04	\$15.82	\$19.19	\$26.49	\$33.15
17-3029	Manufacturing Production Technicians	\$16.37	\$21.28	\$28.67	\$36.12	\$43.99
17-3023	Electrical Engineering Technicians	\$16.28	\$24.23	\$30.54	\$34.45	\$37.65
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	\$10.03	\$11.47	\$15.71	\$22.15	\$31.33

SKILLED TRADES AND TECHNICIANS: TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS

Recent Area Grads with Degrees Related to Top Jobs*
(2013)



ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
51-1011	First-Line Supervisors of Production and Operating Workers	Postsecondary non-degree award	less than 5 year	None
51-9199	Production Workers, All Other	High school diploma or equivalent	None	Moderate-term on-the-job training
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	High school diploma or equivalent	None	Moderate-term on-the-job training
17-3023	Electronics Engineering Technicians	Associate's degree	None	None
51-4041	Machinists	High school diploma or equivalent	None	Long-term on-the-job training
51-4111	Tool and Die Makers	High school diploma or equivalent	None	Long-term on-the-job training
51-4121	Welders, Cutters, and Welder Fitters	High school diploma or equivalent	None	Moderate-term on-the-job training
17-3029	Manufacturing Production Technicians	Associate's degree	None	None
17-3023	Electrical Engineering Technicians	Associate's degree	None	None
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	High school diploma or equivalent	None	Moderate-term on-the-job training

A group of four professionals, three men and one woman, are wearing blue hard hats and business attire. They are looking at a document together, with one man pointing at it. The background is a bright, slightly blurred industrial setting.

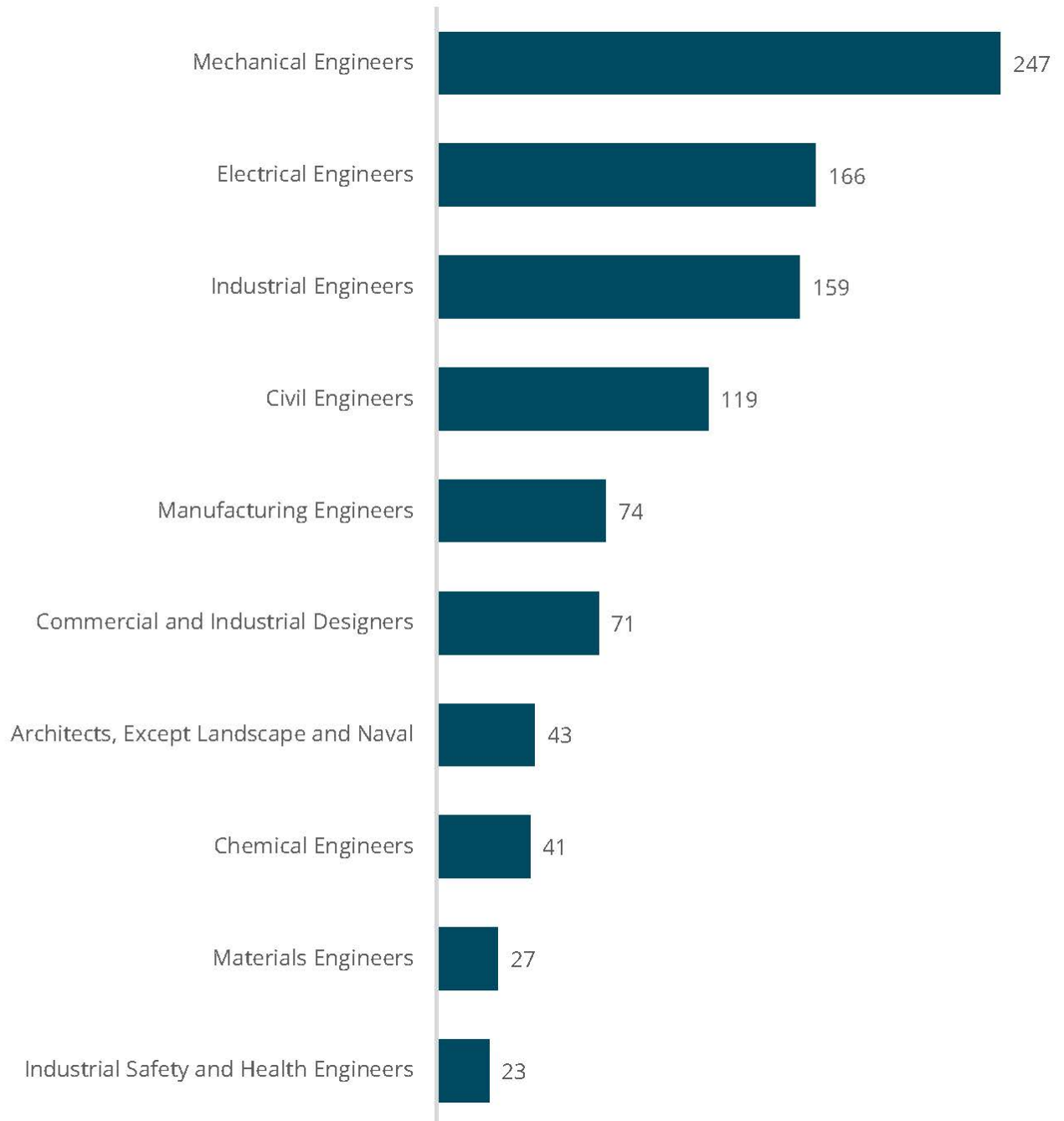
ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS *Jobs in the manufacturing industry can range from assembly and production, to skilled trades and technicians, designers and engineers, and even computer-related occupations such as software development. This section focuses on engineers & designers, which represent 74,198 employed individuals in Southeast Michigan. Demand for engineers in the region has been consistent, and employment has been growing quickly.*

Mechanical engineers remained the top in-demand job in Detroit in Engineering & Design, with postings growing 13.8% from 217 in Q1 to 247 in Q2 2015. Electrical engineers also remain 2nd in rank with no change in postings from Q1. Demand for industrial engineers increased 59% since Q1 2015 moving from 100 postings to 159, clearly indicating strong demand from the city's employers.

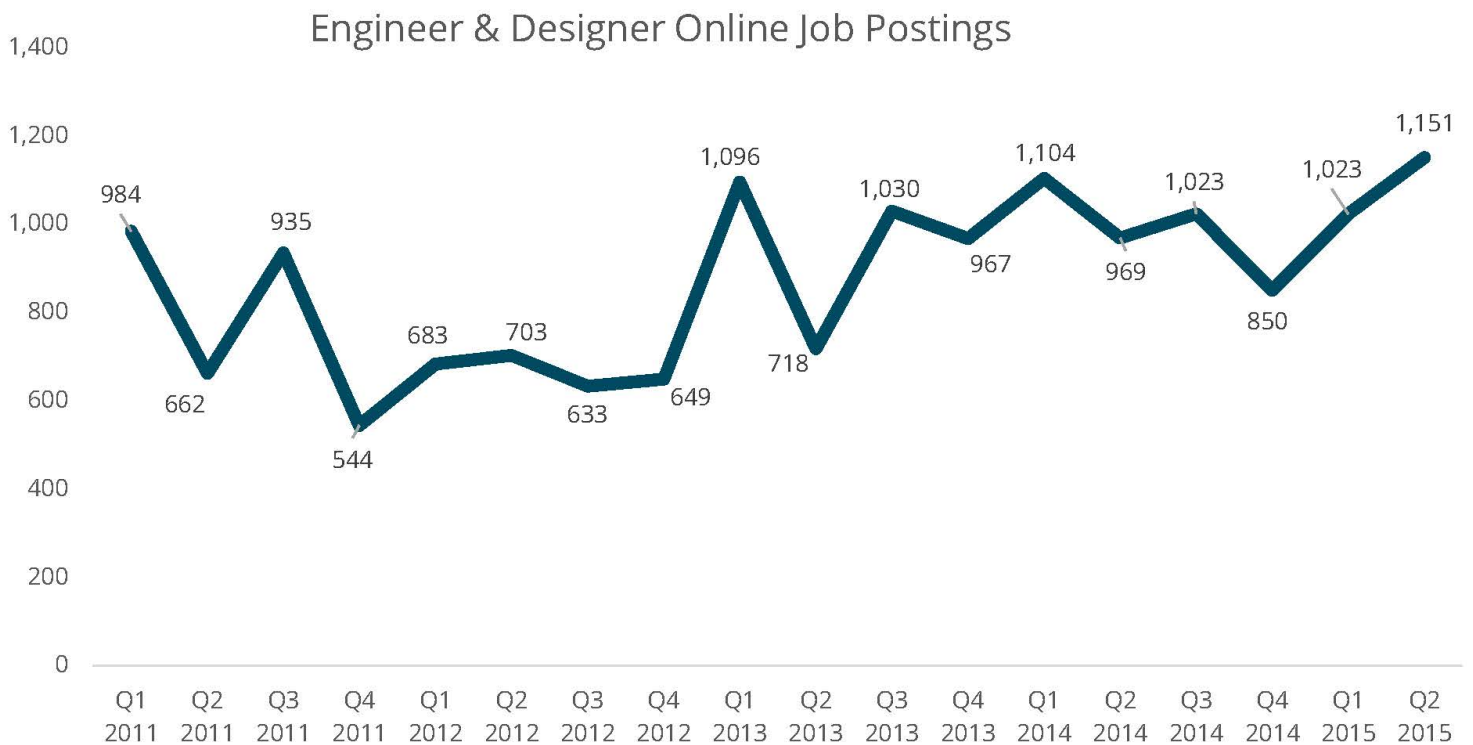
ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: TOP JOBS



ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Engineering & Design worker demand increased for a second quarter running, growing 12.5% from 1,023 postings in Q1 to 1,151 in Q2 this year. Postings for these workers reached an all-time high during Q2 2015. Of total online job ads in the city, 4.9 % were for Engineers and Designers, up from 4.7% in Q1 2015.

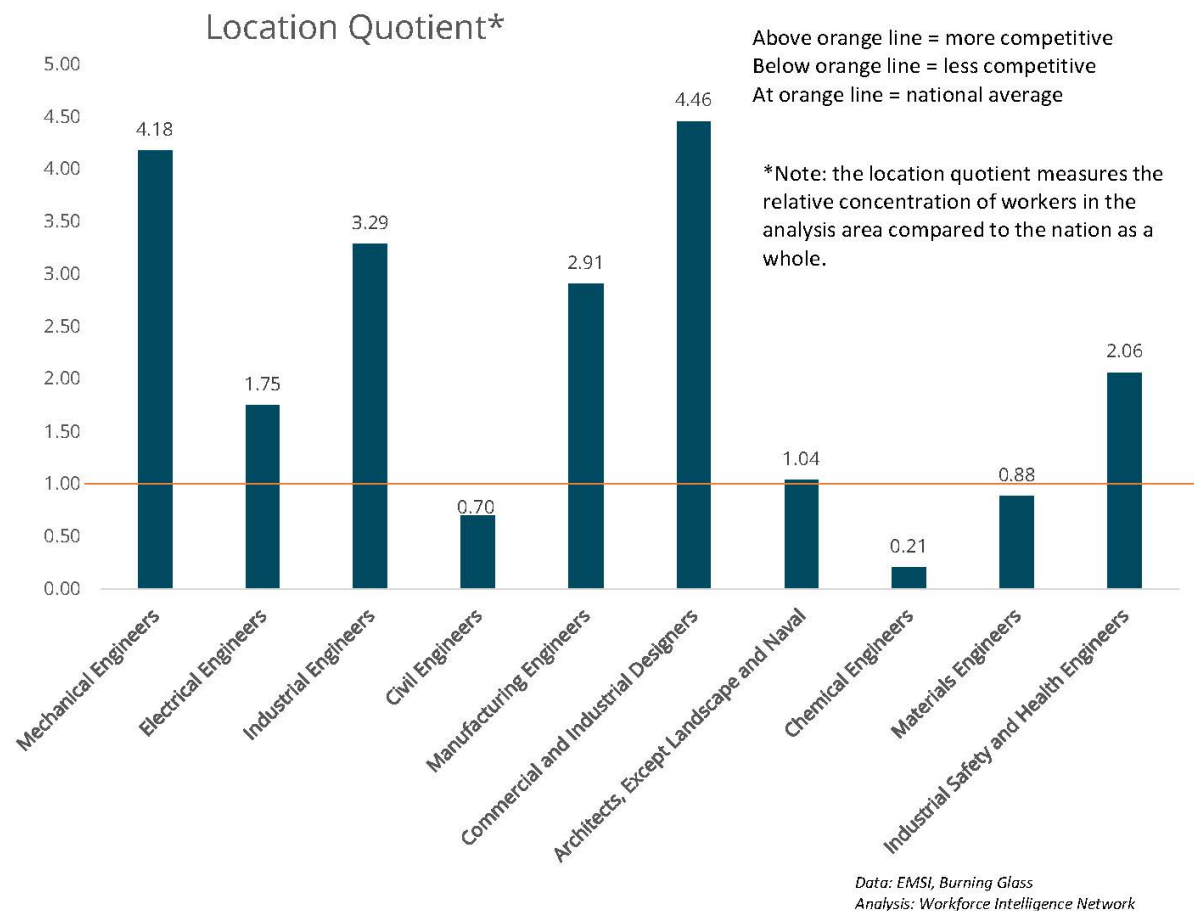
The City of Detroit has some of the highest concentrations of Engineering & Design workers in the nation. The top job in this category, mechanical engineers, with a location quotient of 4.18, has a 318% higher concentration in Detroit than the average U.S. community. Another notable occupation in this cluster is commercial and industrial designers, with a location quotient of 4.46, a regional concentration of workers that is 346% higher than the average U.S. community.

Wages for engineers and designers are extremely competitive. Starting wages (10th percentile) are above \$20 per hour for nearly every top job in the cluster. The high wages follow a need for higher education. For all but one of the top jobs, a bachelor's degree is required for entry into the field.

Higher education institutions in the city boast strong production of graduates in fields related to the top posting jobs. While the current graduates are not enough to fill employer needs, the strong academic programs in the city certainly contribute to the labor force.

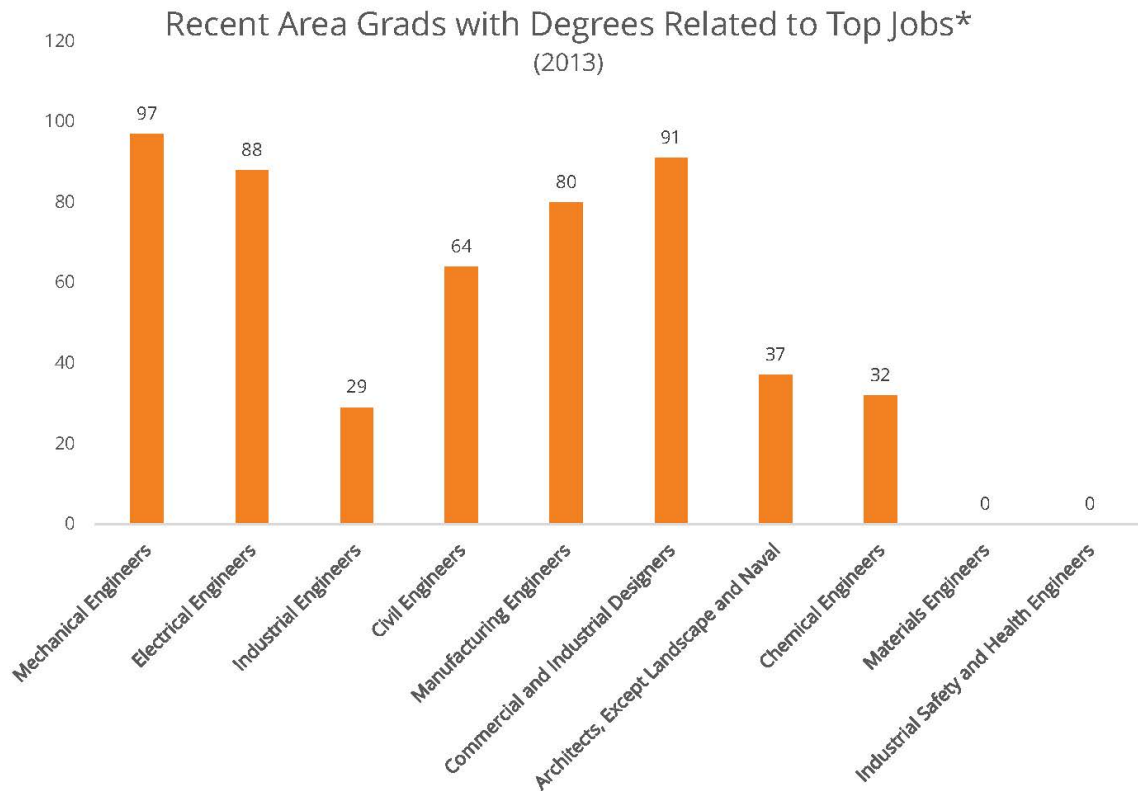
ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: TOP 10 JOBS LOCATION QUOTIENT AND WAGES



ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
17-2141	Mechanical Engineers	\$30.77	\$37.86	\$45.72	\$54.11	\$60.60
17-2071	Electrical Engineers	\$30.76	\$36.49	\$43.96	\$51.80	\$58.44
17-2112	Industrial Engineers	\$30.19	\$35.22	\$42.19	\$49.62	\$57.44
17-2051	Civil Engineers	\$23.47	\$27.16	\$32.73	\$39.08	\$47.33
17-2199	Manufacturing Engineers	\$31.07	\$38.08	\$45.10	\$54.33	\$63.62
27-1021	Commercial and Industrial Designers	\$25.95	\$32.25	\$38.01	\$45.51	\$52.79
17-1011	Architects, Except Landscape and Naval	\$18.99	\$25.24	\$34.11	\$42.85	\$56.00
17-2041	Chemical Engineers	\$31.17	\$32.90	\$35.76	\$41.30	\$47.14
17-2131	Materials Engineers	\$25.45	\$28.99	\$36.26	\$45.56	\$55.97
17-2111	Industrial Safety and Health Engineers	\$32.16	\$39.39	\$49.81	\$59.23	\$67.74

ENGINEERS AND DESIGNERS: TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS



*Note: many degrees can prepare a person for multiple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
17-2141	Mechanical Engineers	Bachelor's degree	None	None
17-2071	Electrical Engineers	Bachelor's degree	None	None
17-2112	Industrial Engineers	Bachelor's degree	None	None
17-2051	Civil Engineers	Bachelor's degree	None	None
17-2199	Manufacturing Engineers	Bachelor's degree	None	None
27-1021	Commercial and Industrial Designers	Bachelor's degree	None	None
17-1011	Architects, Except Landscape and Naval	Bachelor's degree	None	Internship/residency
17-2041	Chemical Engineers	Bachelor's degree	None	None
17-2131	Materials Engineers	Bachelor's degree	None	None
17-2111	Industrial Safety and Health Engineers	Bachelor's degree	None	None



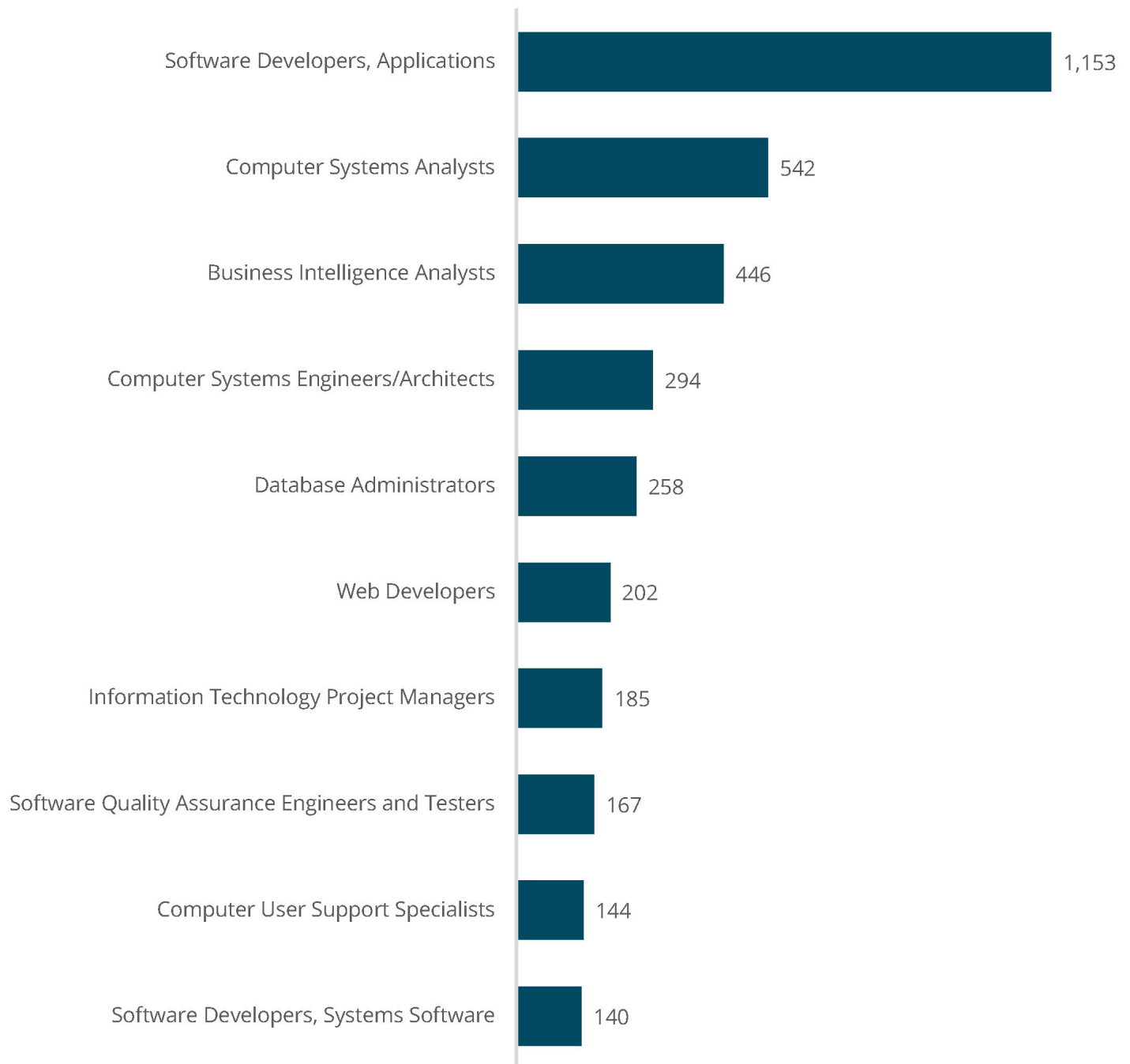
INFORMATION TECHNOLOGY

Information technology jobs include occupations that are associated with entry level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia, and systems integration services. While the information technology cluster does not currently meet the employment levels of the other clusters, it is quickly growing. In 2014, IT occupational employment was 74,309 in the WIN region. Top jobs in this cluster include computer support specialists, computer systems analysts, and software developers for applications.

The top-demand job in the IT cluster was once again software developers for applications, with 1,153 job postings in Q2 2015, down 8.7% from 1,263 postings in Q1 2015. This occupation has been at the top of IT postings for several years and outpaces demand for other IT jobs by 2:1. Strong posting behavior for this occupation and other top jobs, such as computer systems analysts (542 postings) and business intelligence analysts (446 postings), signal growing demand from employers. Roughly 25% to one third of postings for these three occupations in the region are for jobs in the City of Detroit. The city is truly on the verge of becoming a tech hub, if employers are able find talent.

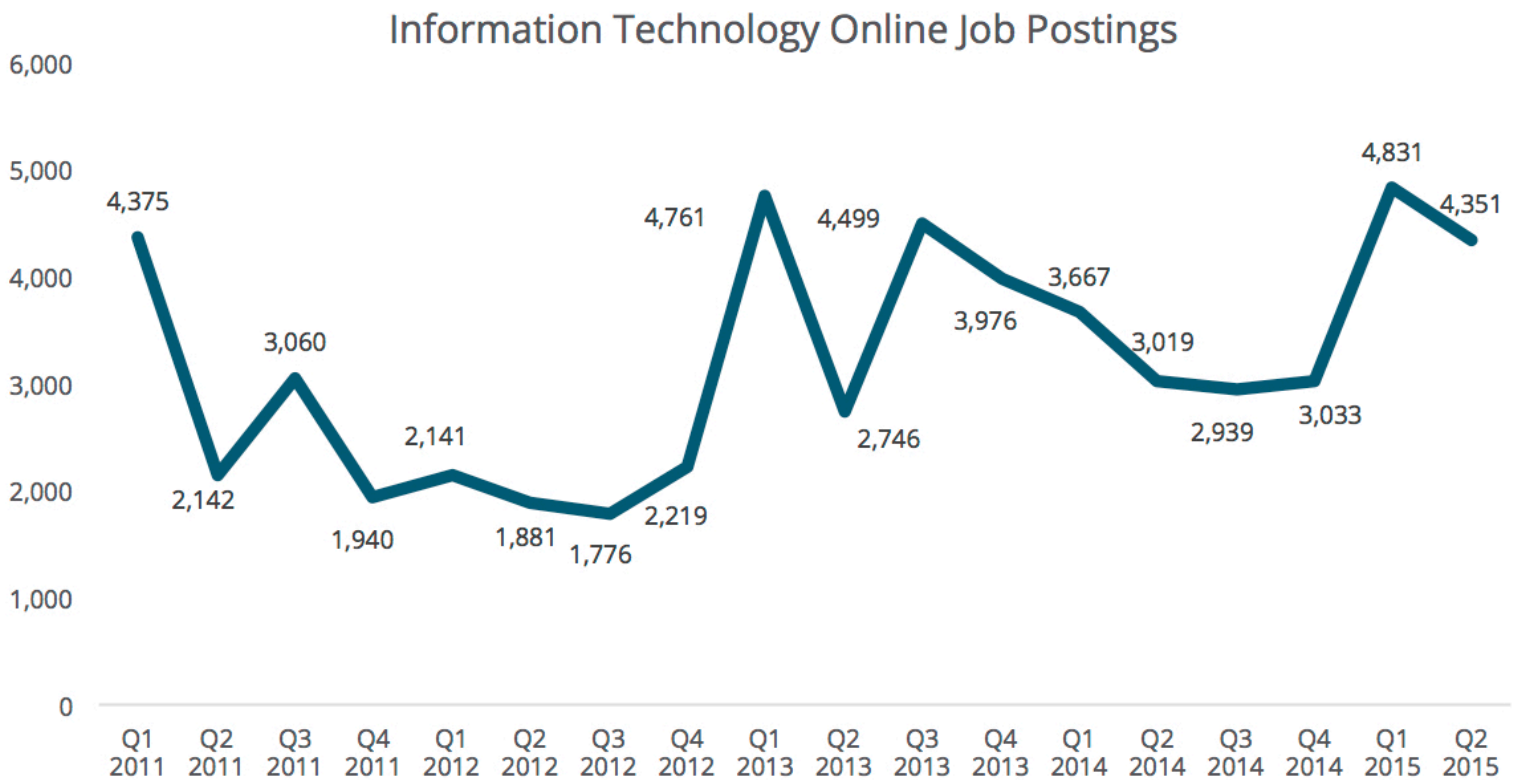
INFORMATION TECHNOLOGY

TOP JOBS



INFORMATION TECHNOLOGY

ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies
Analysis: Workforce Intelligence Network

Growth in IT postings has slowed this quarter with a 9.9% decline from Q1 2015 levels. Postings for IT occupations remain strong and well above the most recent valley of 2014. IT demand did not grow this quarter but it remains important to the city's economy: 18.5% of total postings in the city are for IT occupations. While postings dropped, considering the past posting behavior for these occupations and the direction of the regional economy, the trend of ongoing job demand is expected to continue.

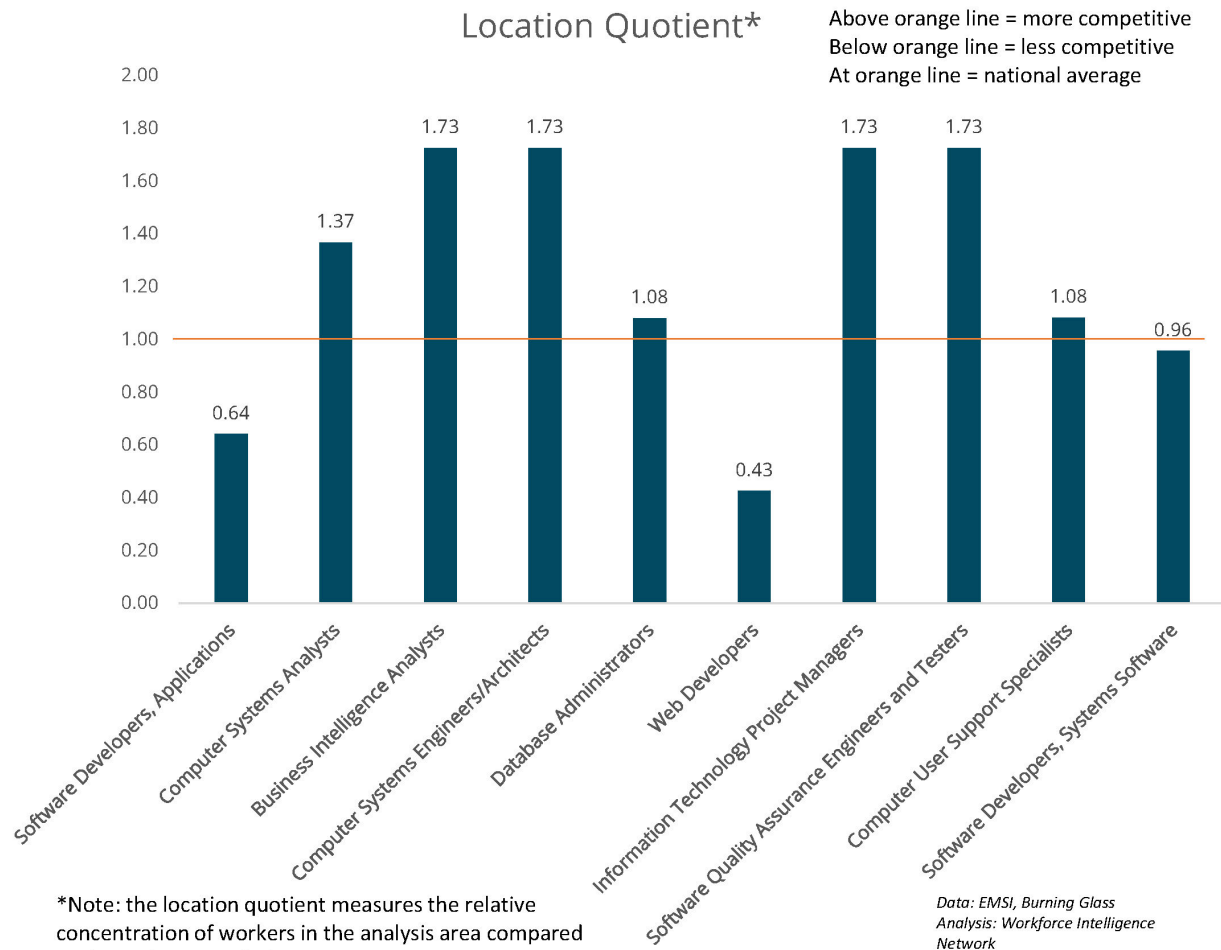
While employer demand for IT workers is strong, the concentration of these workers is still nascent. Many IT occupations in the city have a location quotient higher than “1” (the national average), but none of these occupations has the extreme presence exhibited by engineering, which has been a mainstay of the regional economy for a longer period of time. IT occupations are growing in economic importance as more workers are recruited into this new and growing field. The top job, software developers – applications has a location quotient of 0.64 meaning the city has 64% of the typical community’s concentration of these workers. A low concentration such as this is a strong indicator that employers are struggling to hire enough workers to fill open positions.

IT occupations offer extremely competitive wages. Starting rates for IT workers are close to \$25 per hour for many top occupations, with median rates over \$40 per hour. Wages have followed demand, and high pay will hopefully drive more workers into this field in coming years.

The number of individuals receiving degrees in IT-related fields is strong at educational institutions in the City of Detroit. While the supply of new talent is not enough to meet demand, current programs are producing graduates in many in-demand fields. Most occupations in IT require a bachelor’s degree. While traditionally these occupations were filled with workers from a traditional education background, more and more employers must hire workers and train them in-house in order to fill the many open positions. More pathways for workers into IT jobs must be created in order for employers to fill demand.

INFORMATION TECHNOLOGY

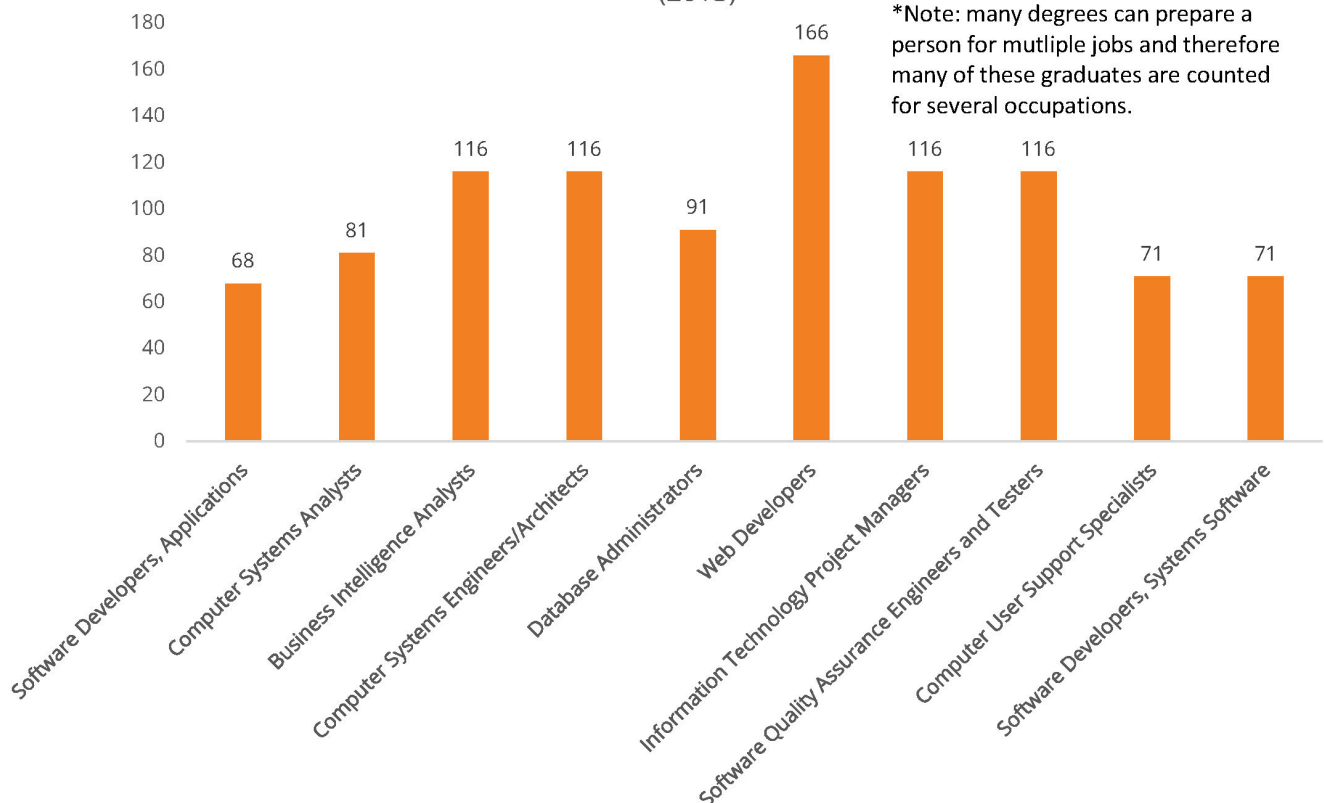
TOP 10 JOBS LOCATION QUOTIENT AND WAGES



ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
15-1132	Software Developers, Applications	\$28.69	\$37.46	\$46.17	\$55.77	\$65.04
15-1121	Computer Systems Analysts	\$29.72	\$35.54	\$42.77	\$51.57	\$60.55
15-1199	Business Intelligence Analysts	\$23.50	\$31.53	\$41.09	\$53.11	\$61.04
15-1199	Computer Systems Engineers/Architects	\$23.50	\$31.53	\$41.09	\$53.11	\$61.04
15-1141	Database Administrators	\$26.00	\$35.47	\$44.90	\$52.92	\$58.43
15-1134	Web Developers	\$17.66	\$21.66	\$28.85	\$35.87	\$40.77
15-1199	Information Technology Project Managers	\$23.50	\$31.53	\$41.09	\$53.11	\$61.04
15-1199	Software Quality Assurance Engineers and Testers	\$23.50	\$31.53	\$41.09	\$53.11	\$61.04
15-1151	Computer User Support Specialists	\$12.31	\$15.60	\$21.87	\$29.42	\$37.56
15-1133	Software Developers, Systems Software	\$25.43	\$32.61	\$42.35	\$51.74	\$61.32

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS

Recent Area Grads with Degrees Related to Top Jobs*
(2013)



*Note: many degrees can prepare a person for multiple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
15-1132	Software Developers, Applications	Bachelor's degree	None	None
15-1121	Computer Systems Analysts	Bachelor's degree	None	None
15-1199	Business Intelligence Analysts	Bachelor's degree	None	None
15-1199	Computer Systems Engineers/Architects	Bachelor's degree	None	None
15-1141	Database Administrators	Bachelor's degree	Less than 5 years	None
15-1134	Web Developers	Associate's degree	None	None
15-1199	Information Technology Project Managers	Bachelor's degree	None	None
15-1199	Software Quality Assurance Engineers and Testers	Bachelor's degree	None	None
15-1151	Computer User Support Specialists	Some college, no degree	None	Moderate-term on-the-job training
15-1133	Software Developers, Systems Software	Bachelor's degree	None	None

A photograph of two healthcare workers, a woman and a man, sitting at a desk in a clinical setting. The woman is on the left, wearing red scrubs, and the man is on the right, wearing blue scrubs. They are both smiling and looking towards the camera. The background is slightly blurred, showing office equipment and papers.

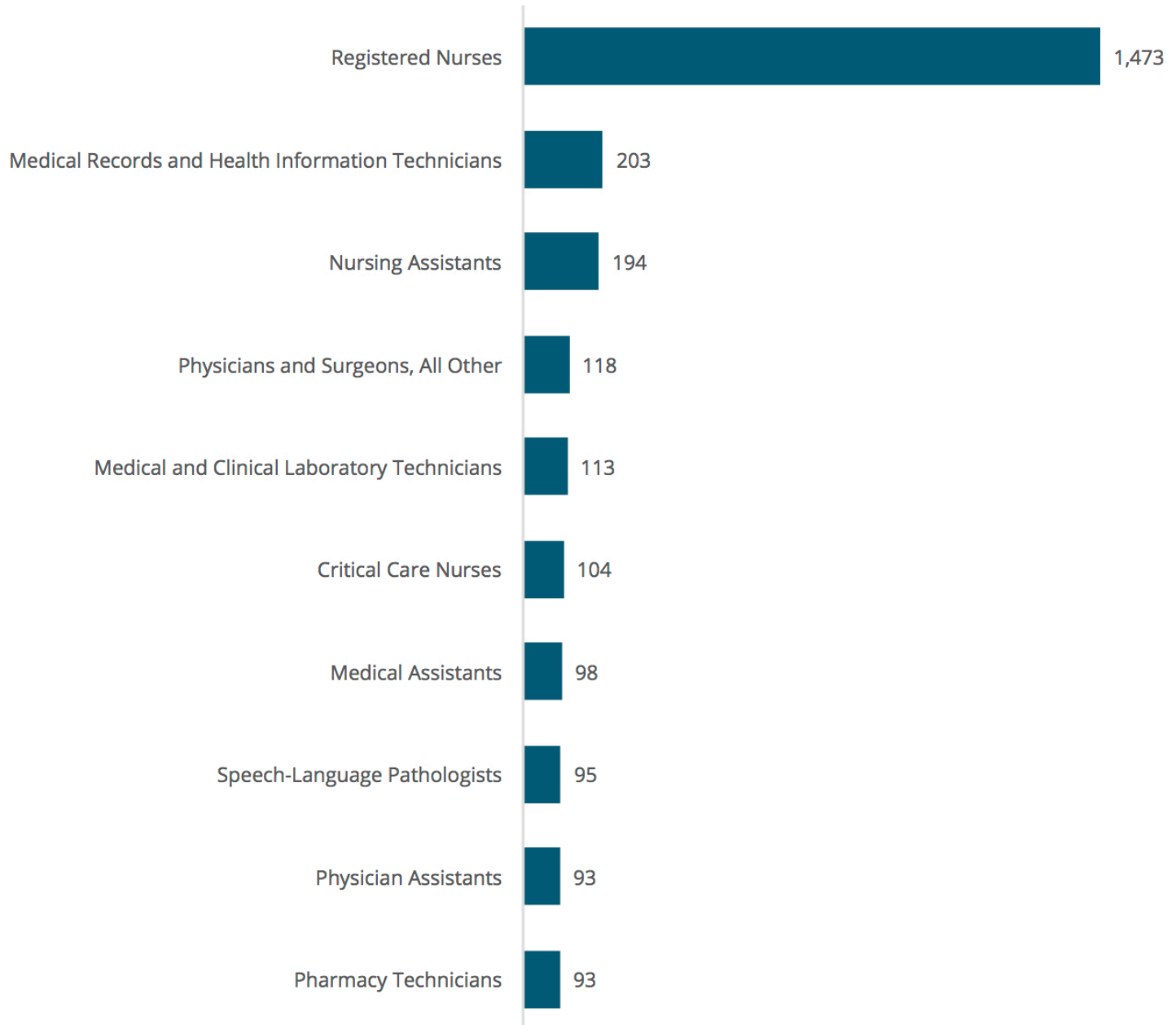
HEALTH CARE

WIN's health care occupation cluster includes jobs related to health care support and practitioners. This cluster is one of Southeast Michigan's largest with, 243,782 employees in 2014. Employment in this cluster has been consistently growing, more health care workers needed to care for Michigan's aging population and in response to regulatory and other changes. Registered nurses are routinely the most in-demand job in this cluster.

Like the rest of the region, the top Health Care job in Detroit was registered nurses during Q2 2015. Online ads for nurses increased by 15.6% between Q1 and Q2 2015, from 1,274 to 1,473. The second most in-demand Health Care occupation was medical records and health information technicians, moving from third to second in rank and growing in demand by 20.8% between Q1 to Q2 this year (168 postings to 203 postings). Of total Health Care postings in the City of Detroit, 39% were for registered nurses.

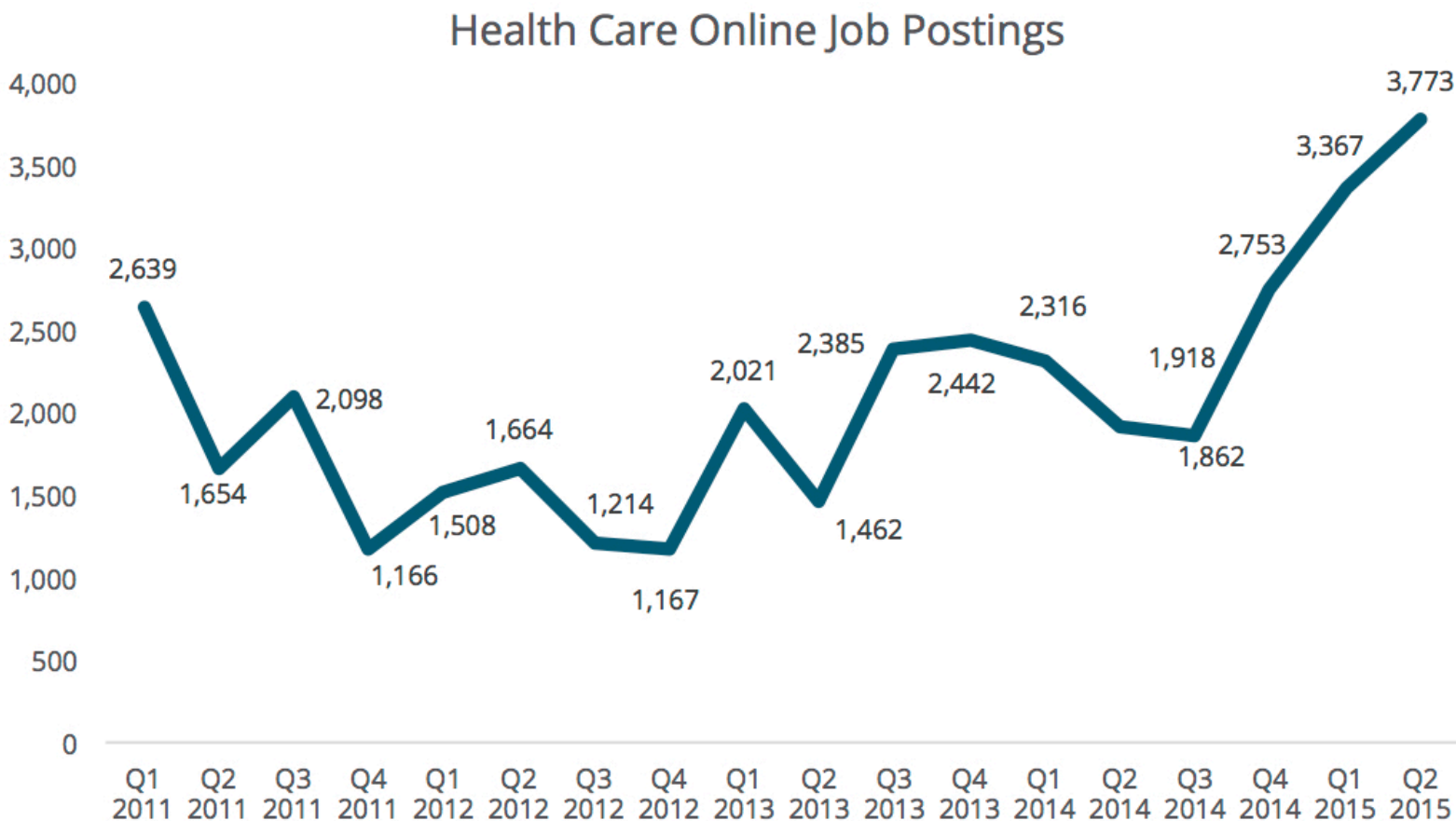
HEALTH CARE

TOP JOBS



HEALTH CARE

ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Online job ads for Health Care workers, driven primarily by demand for nurses, increased yet again. Second quarter 2015 marks a full year of strong linear upward growth in Health Care postings, indicating strong demand from employers. Postings continue to reach new highs each quarter with no sign of slowing down until more workers can fill open jobs.

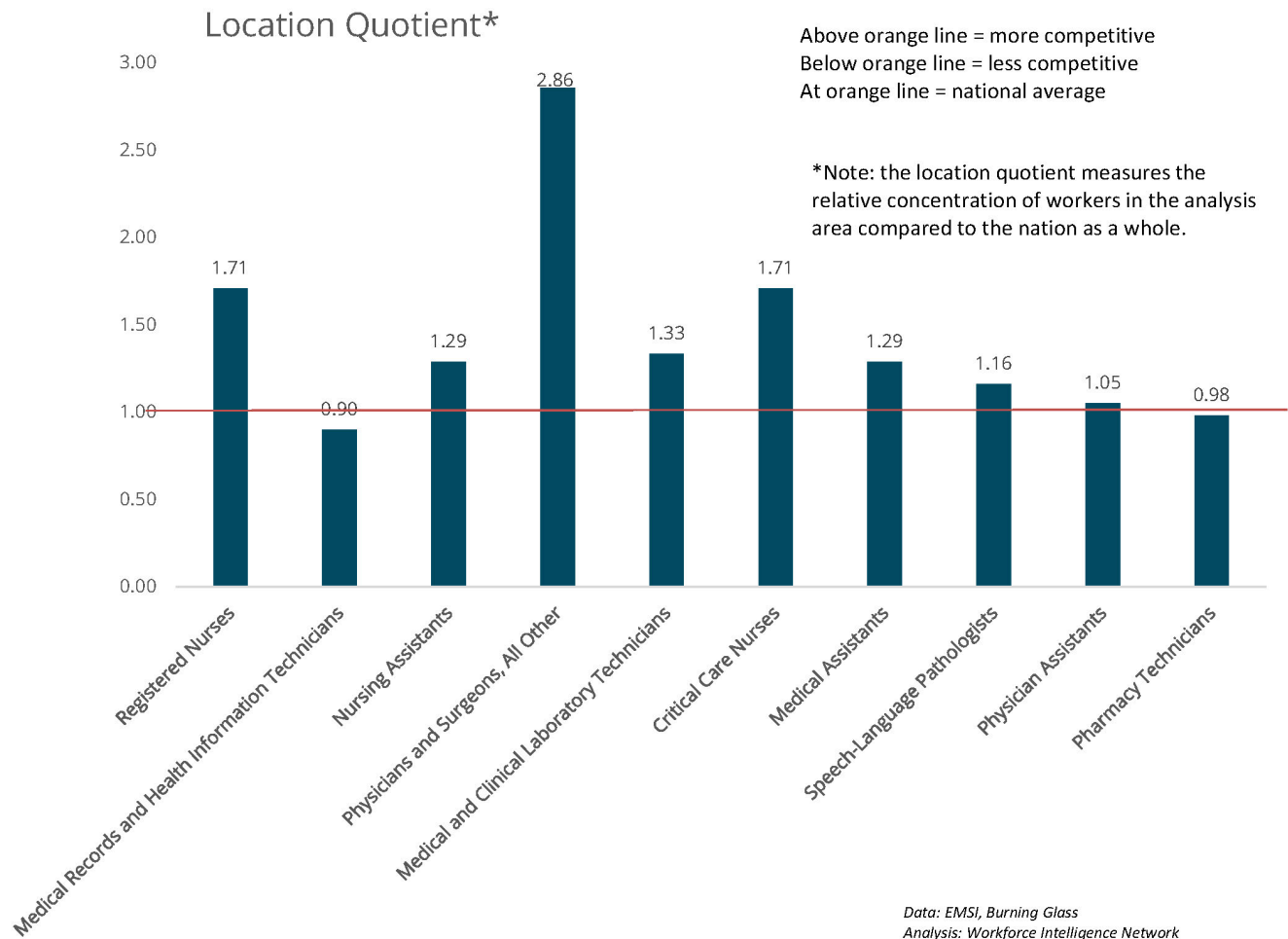
Health Care is a sector that grows in concentration and demand as the local population increases and ages (demanding more services) and as universities and hospitals diversify and increase their reputation for destination care. Both of these are occurring in Michigan with demand for health services increase (as the population ages) and as universities and other hospitals become places of choice for others seeking care from outside the region.

The recent increase in demand for Health Care occupations in Detroit has not yet improved the supply of these workers. Only a handful of in-demand jobs in this cluster have concentrations of workers in the city above national averages. For example, registered nurses have a location quotient (LQ) of 1.71, meaning that the concentration of these workers in the city is 71% higher than the U.S. on average. Meanwhile, physicians have an LQ of 2.86 indicating 186% higher concentration. This disparity is further evidence of the need for more nurses. Higher LQ's typically indicate that employers will have an easier time finding talent; lower LQ's will make filling open positions more difficult.

Many health care jobs are a pathway into the middle-class and others, those that require graduate-level training, boast very high salaries. Many workers see the high wage potential are enrolling in health programs, however, there is still a shortage of many health care workers as evidenced by high posting levels and employment growth. There is currently a bill on the state Senate floor that would allow nurses to complete a Bachelor's degree at their local community college, alleviating the monetary and distance issues with attending a four-year university for many.

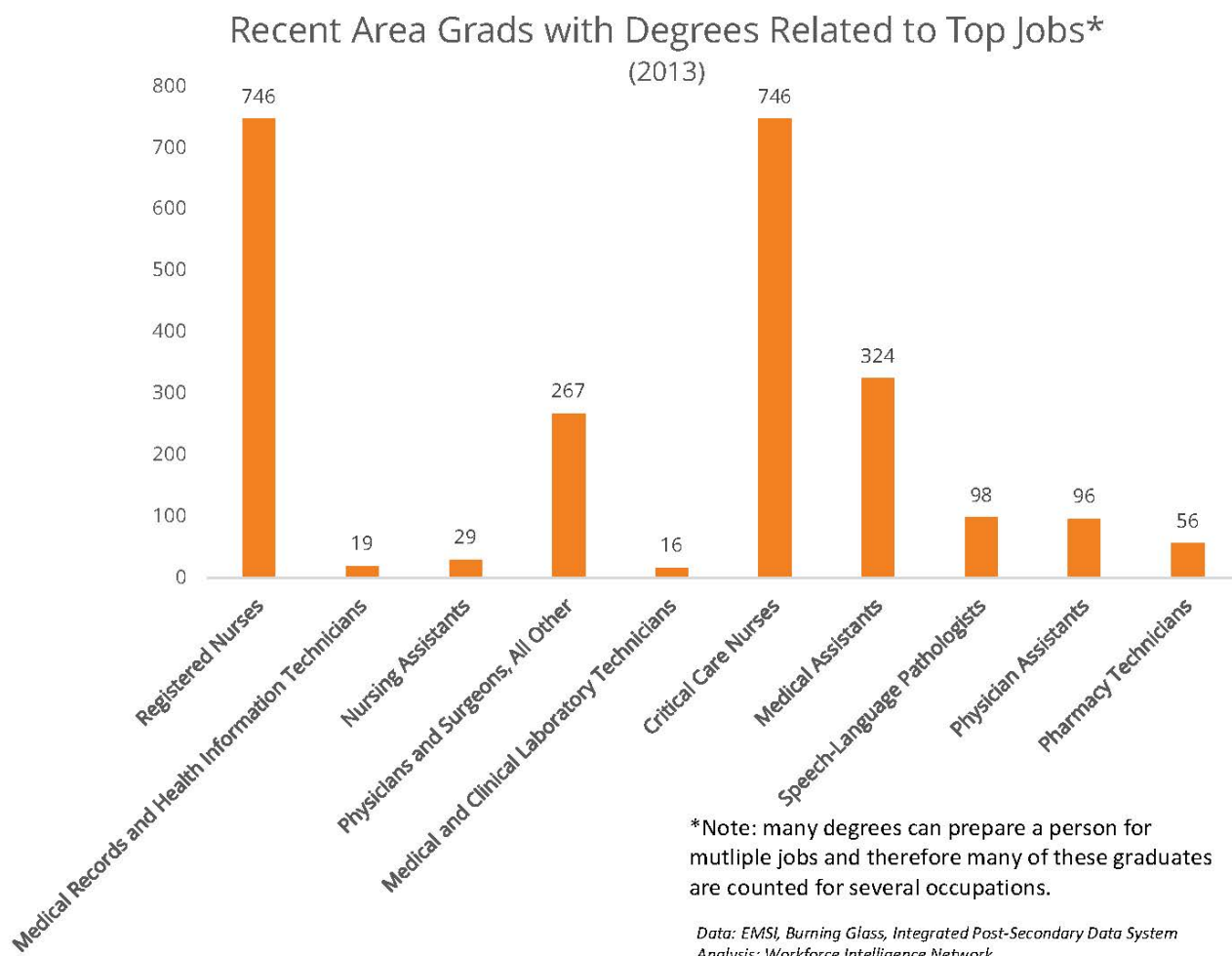
HEALTH CARE

TOP 10 JOBS LOCATION QUOTIENT AND WAGES



ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
29-1141	Registered Nurses	\$25.31	\$28.38	\$32.68	\$36.54	\$42.90
29-2071	Medical Records and Health Information Technicians	\$11.47	\$13.25	\$16.13	\$20.06	\$25.00
31-1014	Nursing Assistants	\$10.57	\$12.10	\$13.42	\$14.78	\$17.19
29-1069	Physicians and Surgeons, All Other	\$22.97	\$29.15	\$73.60	\$89.45	\$140.02
29-2012	Medical and Clinical Laboratory Technicians	\$12.75	\$14.21	\$16.97	\$21.67	\$28.33
29-1141	Critical Care Nurses	\$25.31	\$28.38	\$32.68	\$36.54	\$42.90
31-9092	Medical Assistants	\$10.16	\$11.66	\$13.37	\$15.28	\$18.00
29-1127	Speech-Language Pathologists	\$21.45	\$26.47	\$33.43	\$40.29	\$45.10
29-1071	Physician Assistants	\$28.20	\$39.26	\$45.94	\$53.56	\$58.56
29-2052	Pharmacy Technicians	\$9.17	\$12.34	\$15.27	\$17.73	\$20.19

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS



ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
29-1141	Registered Nurses	Associate's degree	None	None
29-2071	Medical Records and Health Information Technicians	Postsecondary non-degree award	None	None
31-1014	Nursing Assistants	Postsecondary non-degree award	None	None
29-1069	Physicians and Surgeons, All Other	Doctoral or professional degree	None	Internship/residency
29-2012	Medical and Clinical Laboratory Technicians	Associate's degree	None	None
29-1141	Critical Care Nurses	Associate's degree	None	None
31-9092	Medical Assistants	Postsecondary non-degree award	None	None
29-1127	Speech-Language Pathologists	Master's degree	None	None
29-1071	Physician Assistants	Master's degree	None	None
29-2052	Pharmacy Technicians	High school diploma or equivalent	None	Moderate-term on-the-job training



RETAIL AND HOSPITALITY

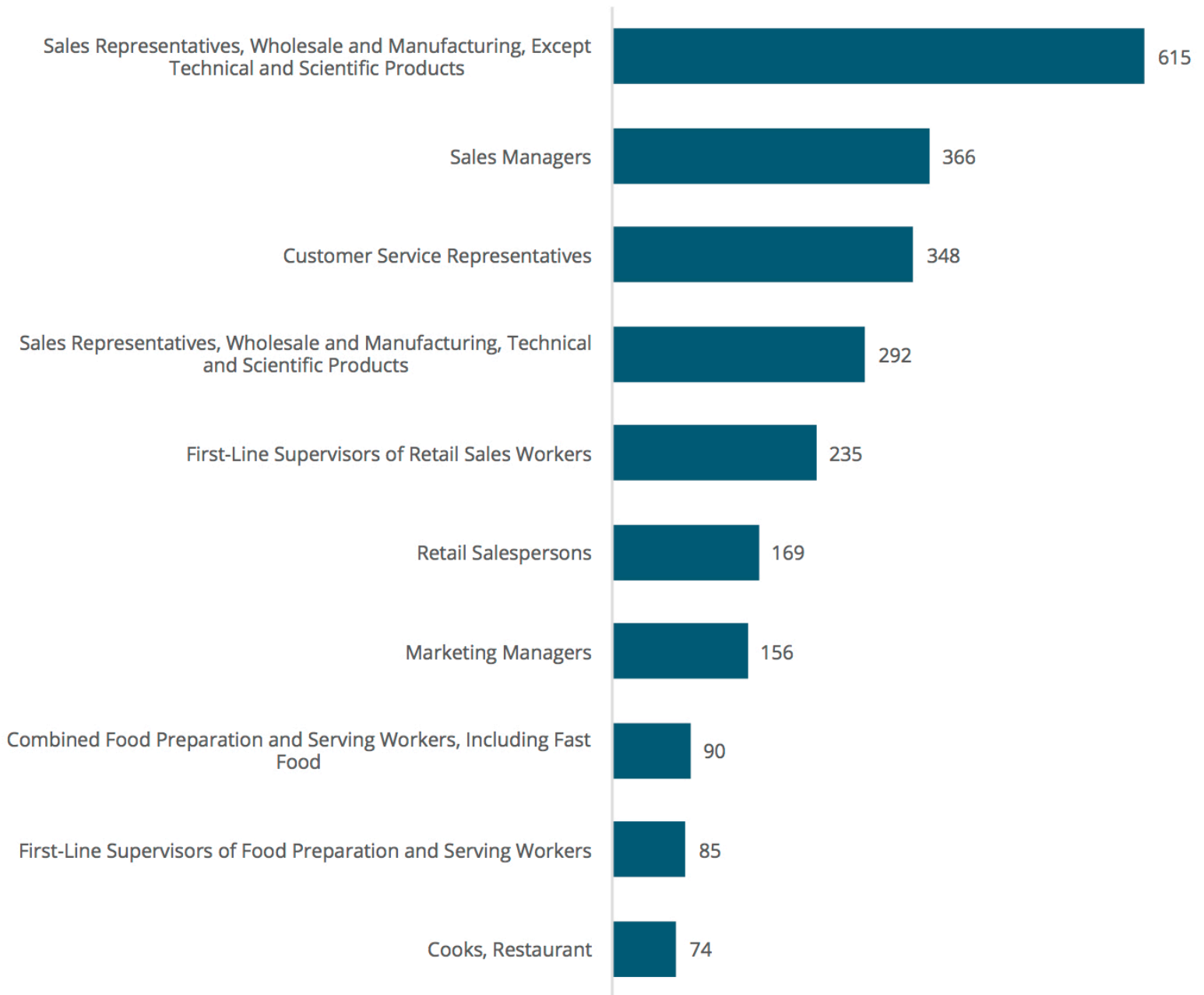
The retail and hospitality cluster is the largest occupational cluster that WIN analyzes, both in terms of employment and online job postings. This cluster is of very high importance to the region because it is the first to grow when the economy expands and the first to contract in a downturn: It is often a leading indicator. As defined by WIN, the retail and hospitality cluster encompasses all customer service occupations, with skills transferrable across the retail sector, the hotel industry, food and beverage service industry, call centers, and other areas. In 2014, 632,825 individuals were employment in retail and hospitality related occupations in the region.

This cluster in the city differs from the rest of the region. Much of the posting activity is focused on sales at the corporate level and customer service rather than retail stores and food service as it is in the rest of the region.

The top posting Retail & Hospitality job in the City of Detroit was sales representatives – wholesale and manufacturing with 615 postings. Demand for this occupation grew between Q1 and Q2 2015 by 12.8% (Q1 had 545 postings). Sales managers were the next most in-demand job in this cluster with 366 postings (up 14% from 321 in Q1). Demand increased the most for customer services representatives with a 25% gain in postings (278 to 348) between Q1 and Q2 2015.

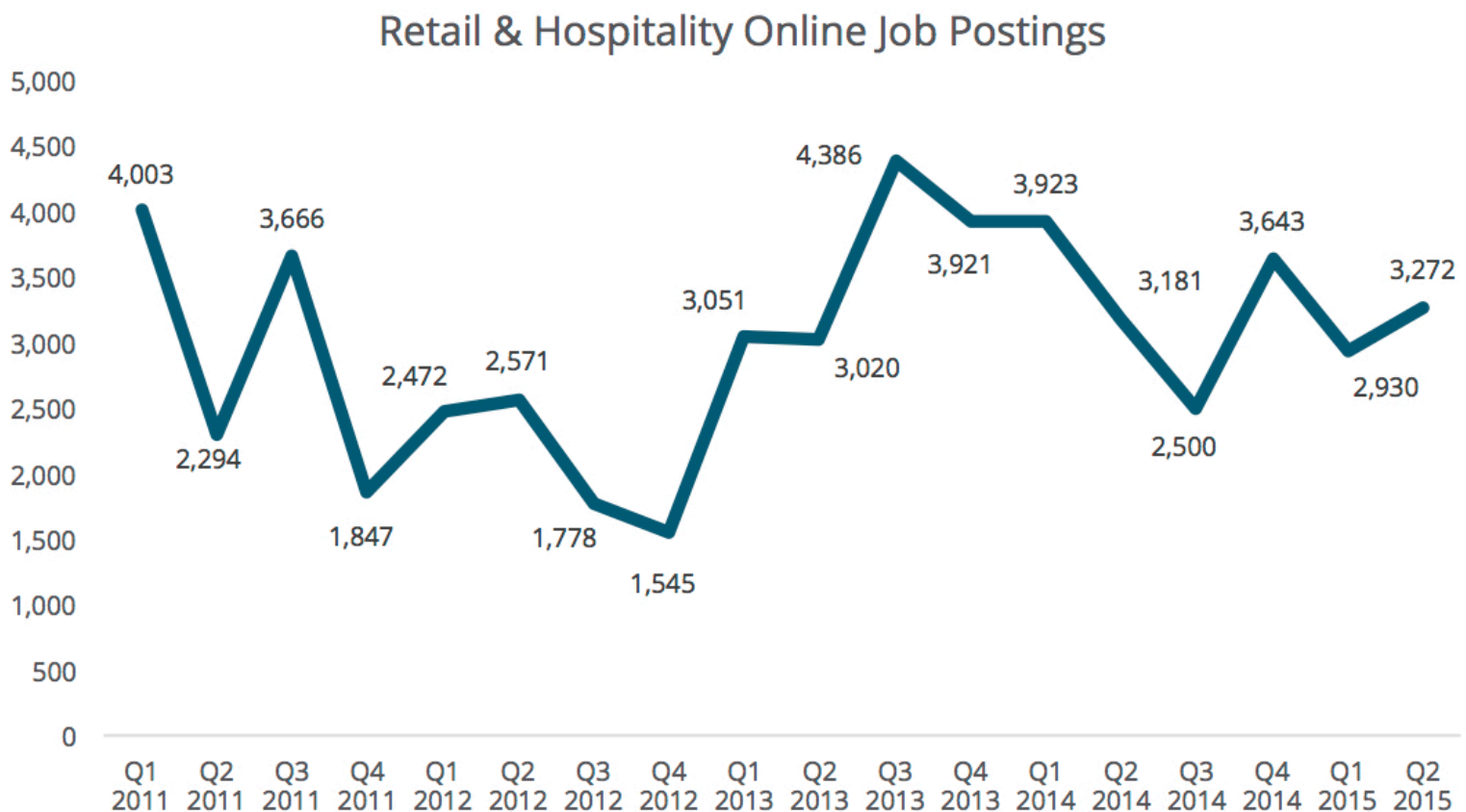
RETAIL AND HOSPITALITY

TOP JOBS



RETAIL AND HOSPITALITY

ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies
Analysis: Workforce Intelligence Network

Postings trends in the Retail & Hospitality cluster in the city are difficult to discern. While the surrounding region has clear changes based on retail demand, postings for these workers in Detroit shift each quarter without much pattern. In Q2 2015 postings increased by 11.7% growing from 2,930 to 3,272 online ads. While postings grew in Q2, they did not reach peak levels but instead are close to the four year average of 3,000 postings per quarter.

Like other services, Health Care being one, demand for Retail & Hospitality occupations increase as the population grows and has more money to spend in the economy. While this is true for the surrounding area, the City of Detroit is different. Demand for technical sales workers is high, yet the concentration of workers is low. While the economy is growing and employers are hiring, the city does not have a retail and food service base that warrant high concentration of service workers within the city limits.

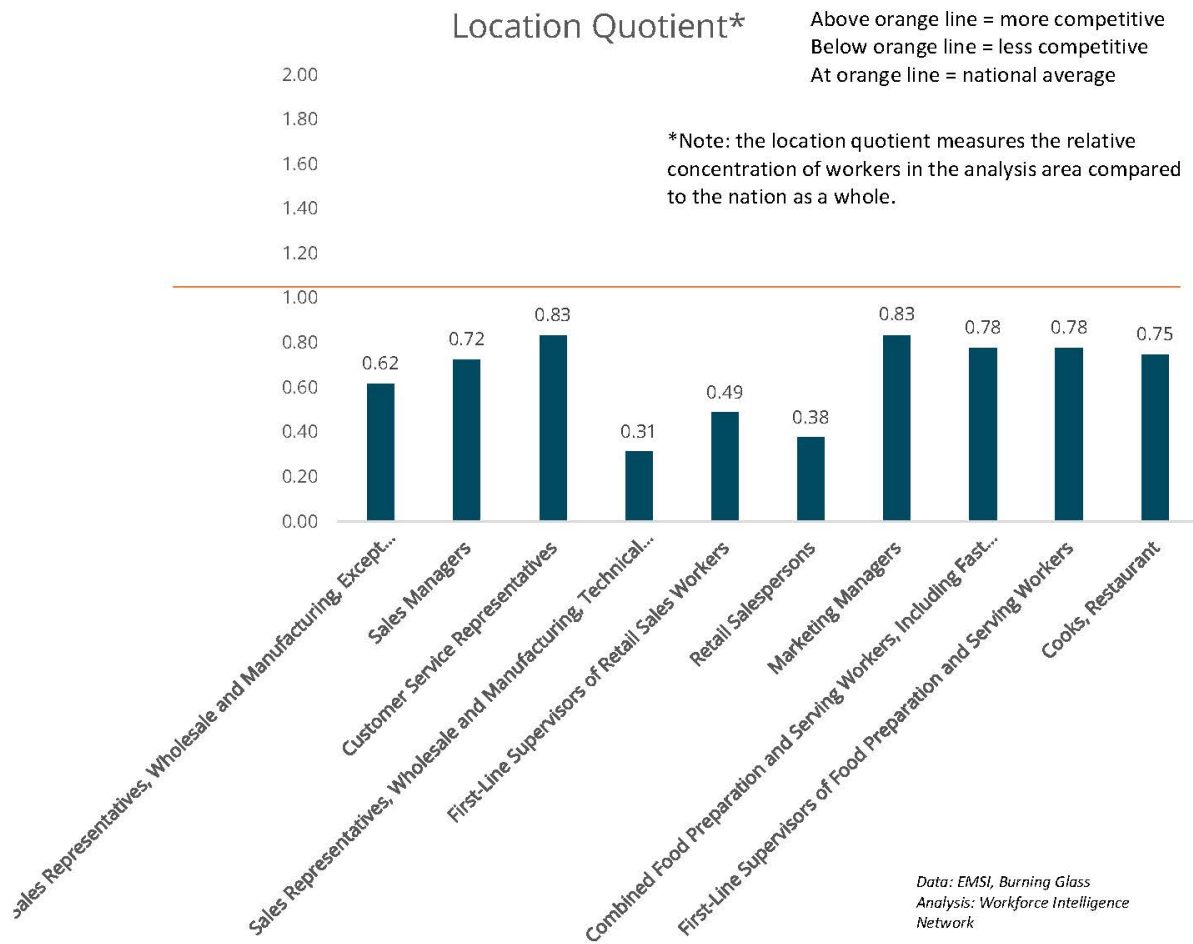
Most of the top Retail & Hospitality occupations in Detroit are less concentrated than the national average (location quotient less than one). Higher LQ's typically indicate that employers will have an easier time finding experienced talent; lower LQ's will make filling open positions more difficult. For many of the newly in-demand sales positions, it may be difficult for employers to fill positions due to low concentrations of talent. This is further emphasized by a declining labor force.

Retail & hospitality jobs are not often sought after due to wages. But these jobs are often the first step for workers into the labor force where they can learn valuable skills that translate to other occupations that earn a higher wage. Management and supervisory positions tend to have high wages but also require more education. For many of the in-demand sales jobs in Detroit, starting wages are higher than other areas because the available jobs are more technical in nature and require more training.

Most retail & hospitality jobs do not require higher education but many require specialized on-the-job training.

RETAIL AND HOSPITALITY

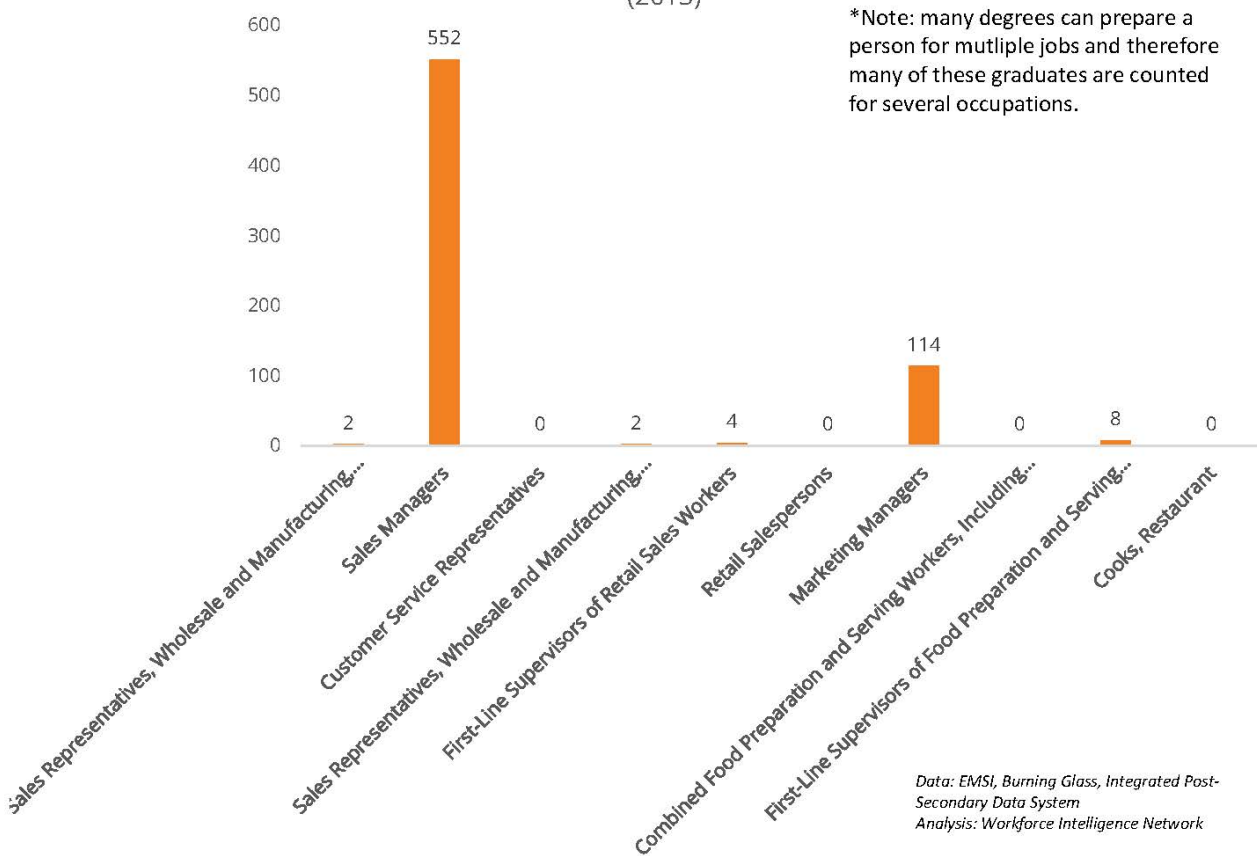
TOP 10 JOBS LOCATION QUOTIENT AND WAGES



ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$13.87	\$20.76	\$29.87	\$41.88	\$57.76
11-2022	Sales Managers	\$31.00	\$41.94	\$55.36	\$70.17	\$108.94
43-4051	Customer Service Representatives	\$9.66	\$11.91	\$15.25	\$18.96	\$24.76
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$23.20	\$28.94	\$39.09	\$48.13	\$57.60
41-1011	First-Line Supervisors of Retail Sales Workers	\$9.92	\$12.31	\$16.41	\$20.75	\$26.82
41-2031	Retail Salespersons	\$8.22	\$8.85	\$10.06	\$12.52	\$18.51
11-2021	Marketing Managers	\$39.04	\$49.89	\$63.27	\$78.98	\$124.60
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	\$8.15	\$8.56	\$9.25	\$10.50	\$13.03
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$9.39	\$11.09	\$15.63	\$20.82	\$25.64
35-2014	Cooks, Restaurant	\$8.10	\$8.86	\$10.54	\$12.80	\$14.40

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS


Recent Area Grads with Degrees Related to Top Jobs*
(2013)



ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	None	Moderate-term on-the-job training
11-2022	Sales Managers	Bachelor's degree	Less than 5 years	None
43-4051	Customer Service Representatives	High school diploma or equivalent	None	Short-term on-the-job training
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree	None	Moderate-term on-the-job training
41-1011	First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent	Less than 5 years	None
41-2031	Retail Salespersons	Less than high school	None	Short-term on-the-job training
11-2021	Marketing Managers	Bachelor's degree	5 years or more	None
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	Less than high school	None	Short-term on-the-job training
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	Less than 5 years	None
35-2014	Cooks, Restaurant	Less than high school	Less than 5 years	Moderate-term on-the-job training

SECTION THREE

LABOR MARKET AND DEMAND SUMMARY



The top posting jobs in the City of Detroit do not often shift from quarter to quarter. Q2 2015 was no different with registered nurses, software developers, and truck drivers all holding the top spots.

Some occupations are moving up in the rankings, these occupations include: sales representatives for wholesale and manufacturing non-technical services, medical and health services managers, and human resource specialists. Growing occupational demand in a larger variety of areas signals that the Detroit economy is starting to diversify.

City of Detroit labor force and employment data shifted in 2010 with a new estimation model. Since the 2010 showed dramatic declines in the city's population, the labor force and employment estimation models were also changed. Because of this, data before 2010 is not directly comparable to data after 2010. See the graph above for a visual.

Q2 2015 shows some almost negligible growth in employment in the city (0.3% growth, adding 669 workers) and a small drop in the labor force (1.1% decline, losing 2,566 individuals). As a result of a falling labor force, and small change in employment, the city's unemployment rate fell from 12.9% in Q1 2015 to 11.6% in Q2. However, the drop was primarily due to labor force declines rather than more individuals entering jobs.

Online job ads increased in Q2 2015 by 7.7% over Q1 2015 growing from 21,859 postings to 23,549. Postings have been increasing for three quarters since a trough in Q3 2014 of 15,413 and reached a new high in Q2 2015.

High levels of job postings often indicate a mass of future hiring and increases in the labor market. Many Detroit residents are not qualified for most of the new job opportunities in the city, which often require specialized training and education. This makes it difficult for residents to re-enter the labor force even while job postings are so prevalent.



SECTION FOUR

DATA NOTES AND SOURCES

DATA NOTES AND SOURCES

SPECIAL DATA NOTE

- Due to changes in Burning Glass's aggregation, parsing, and deduplication methods implemented in December 2014, data from previously released reports should not be compared to data in reports starting in Q4 2014 and moving forward. For the Q4 2014 report, the WIN team re-gathered and analyzed all of the data (postings from 2011 through 2014) to ensure that all numbers are up-to-date. If you would like information on the differences between the updated data and data from previous reports, please contact WIN's Research Director Colby Spencer Cesaro at colby.cesaro@win-semich.org.
- Wage data that is not labeled as a national average is specific to each report's geography. For example, wage data reported in the WIN Region report is averaged across the 9-county WIN Region. Data in the Wayne County report is wage data solely for Wayne County.
- All numbers included in this report are the correct and updated data.
- Wage and educational attainment data available varies depending on the occupation. All wage and educational attainment data provided is for the 6-digit SOC code. Some 6-digit codes do not have education or wage data available, in this case we leave the information blank.
- Educational attainment data available refers to the share of the current workforce in each bracket, not what is shown in postings. Employers may require different educational attainment than what is in this report.
- Quarterly reports: Due to a data update in Burning Glass Technologies' Labor Insight tool, comparisons should not be made between data from each quarterly report and the annual review data should not be compared to data from previous quarterly reports.
- Adjustments to the labor force information were also made to reflect and incorporate updated inputs, re-estimation, and controlling to new statewide totals. Much of the information related to monthly and quarterly employment is updated several months after the initial release. More information can be found here: <http://www.bls.gov/lau/launews1.htm>

DATA NOTES AND SOURCES

UNDERSTANDING DEMAND VS EMPLOYMENT

- Employment refers to actual employment numbers—the number of people in jobs—in targeted industries or occupations.
- Demand refers to statistics derived from employer job postings, which indicate the potential for employment but may or may not materialize into actual jobs.
- Job posting-related demand, as presented in this report, is measured by online job postings. Employer demand may be larger than what is highlighted in this report if employers find talent by other means.

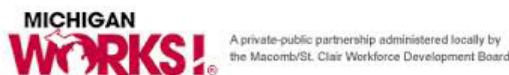
DATA SOURCES

- Labor market demand data for this report was compiled using Burning Glass Technologies' Labor Insight Tool, and analyzed by the Workforce Intelligence Network. Other data sources include, the Bureau of Labor Statistics, and Economic Modeling Specialists Inc. (EMSI). Check out our website <http://www.win-semich.org> for more data and detailed information about our sources.

UNDERSTANDING CLUSTERS

- Rather than focusing on talent demand within industries (types of firms), WIN generally emphasizes exploring talent demand based on occupations, including the skills, educational credentials, and experience needed to work in them.
- WIN research examines industry data, as the health of companies can be useful for economic development purposes. However, shifting focus from industry to occupation is important as different types of occupations with extremely different skillsets may work within and across industries. For example, accountants, computer specialists, and engineers all may work in the manufacturing industry.
- By clustering occupations, the talent system can identify employer demand for particular skillsets across multiple industry types and develop a response through training and pipeline development to meet that demand.

BOARD ORGANIZATIONS



FOR MORE INFORMATION ABOUT RESEARCH AND DATA,
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